

Hayley Somerville

INTEGRATED PRODUCT MANAGEMENT

hayley.somerville@gmail.com
hayleysomerville.com
in/hayleysomerville
724.601.7181
San Francisco, CA

From white space innovation to products on the shelf, from the seed of an idea to an unexpected pivot, I live human-centered design in my life and my work. I believe in doing and failing fast, in reminding myself to take my ego out of my work, and to ask the questions that lead to deep understanding and unexpected surprises. My background in leading teams spans software, operations, product & services design, and launch management, with Design Thinking infused along the way. **Areas of Expertise Include:**

- Market & Stakeholder Analysis
- Design Thinking Methodology
- ROI / P&L / Pricing / Cost Analysis
- Cross-Functional Project Leadership
- Staff Development (Direct + Indirect)
- Training Facilitation + Coaching
- Presentation to Senior Leadership
- User Research / Iterative prototyping
- Technology Partnerships
- Agile Practices
- Value Propositions/Pitches
- Conversational & Written French

EDUCATION

Carnegie Mellon University

Masters, Integrated Innovation of Products & Services, 2015
(partnered with MBA program)

The Pennsylvania State University

BS, Chemical Engineering, 2005
Minor, Biology

PROFESSIONAL + DESIGN EXPERIENCE

IBM

Watson Marketing

San Francisco, CA
1/2018 - Present

Product Manager

- Developed vision of 'AI Marketer of the Future' including user research, market sizing, profit model, roadmap prioritization, resource allocation.
- Co-creation of developer experience for new venture, including selection of third-party platform, research & design of new user interface, and roadmap for completion.
- Manage product partner ecosystem: groom & prioritize backlog, vet & facilitate partnership agreements/use cases, balance technical debt with new product features.

Hire An Esquire

San Francisco, CA
4/2016 - 9/2017

Consultant - Product & Service Design

- Developed stakeholder insights, product-market fit, & implementation map for VIP program to improve client perception & increase platform engagement to build+maintain a more elite brand.
- Crafted major investment pitch w/ CEO for strategic new digital product showing value prop, market size, investment, growth trajectory.

OpenIDEO

SF Chapter

San Francisco, CA
6/2017 - 1/2019

Chapter Leader (volunteer)

- Revived and improved flagship chapter to connect & grow the OpenIDEO community as ambassador for IDEO's design-thinking methodology.
- Co-led team to win an OpenIDEO challenge sponsored by the Greater Good Science Center, focusing on how to bring gratitude at work to gig workers.

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PROFESSIONAL + DESIGN EXPERIENCE, CONT'D

Gerber Graduates

CMU, Pittsburgh, PA
12/2014 - 5/2015

Product Design & Strategy (Capstone Project)

- Co-created and patented innovative new toddler feeding product for client, addressing unmet needs of parents through design thinking + go-to-market strategy + design for manufacture.
- Managed team of 6.

Sand Hill Angels

CMU, Pittsburgh, PA /
Menlo Park, CA
8/2014 - 5/2015

'Speakeasy' Technology Commercialization Project

- Conceived, developed, & pitched to investors SAAS video-conferencing, captioning, & translation startup. Developed product-market fit for proprietary speech-to-text IP. SWOT analysis, market insights, user research, value opportunity analysis.

L'Oreal USA

New York, NY
9/2009 - 8/2014

Senior Manager: Product Development & Commercialization

- Head of Development for \$100MM Matrix Brand - 3 direct reports.
- Partnered w/ Global Marketing & Creative to manage product launches, align on business needs, strategize project priorities, design for user experience, assess product viability and cost. Crafted 3-year plans with Sr. Leadership.
- Directed cross-functional teams across 10+ departments/40 outside suppliers to consistently create 1000's of commercially successful, innovative products, meeting dates & budget, in fast-paced market.
- Championed and integrated new technology and innovative solutions into notable launches, creating new processes & leading change management.
- Exceeded P&L goals with largest-ever international relaunch of Biolage, achieving 18% cost reduction, balancing COG w/potential market impact, and product design vs production cost.

L'Oreal Canada

Montreal, QC
10/2007 - 9/2009

Manager: Launch Logistics

- Led and managed new & updated product launches in French-speaking plant. Worked w/ marketing, development, forecasting, int'l suppliers, production floor, quality team, & supply chain to produce & deliver on-time and on-budget.

Prior Experience

See *LinkedIn: in/hayleysomerville*

COMMUNITY + PASSIONS

Volunteering

ScholarMatch - Trained College Coach - College coaching for aspiring, high-achieving high school students from low-income families across the country. Founded by Dave Eggers.

OpenIDEO - SF Chapter Leader - see previous page under design experience

Learning

IDEO U - Storytelling for Influence (current course)

Parsons the New School - Partial certificate in Interior Design (2011-2013)

Doing

Interior Design - @the_cozy_victorian (instagram)

Personal Projects - <http://www.hayleysomerville.com/personalprojects>

Travel blogging - <https://adventuretime.exposure.co/>