

**Mega Projects Leader | Scaling New AI Models | Always Building Brand Loyalty**

## Experience

### Founder & Principal Strategist

*Casita Sequoia | 2024 – Present*

**AI-powered design lab** reshaping housing, manufacturing, food, finance, and education systems through generative tech and product innovation.

- Architected advanced housing prototypes using **AI modeling, 3D printing, social media feedback loops**, and knowledge of disaster-resilient materials—positioning for mass-scale open-source production.
- **Scaled digital product ecosystem reaching 1M+ organic** consumers across TikTok and Pinterest; built demand for emerging asset classes in housing and production design using AI agents. Student in Google's Generative AI Startup School.
- Advising **\$40M+ Milwaukee charter school transformation** backed by institutional and private capital—applying systems design and generative AI to educational infrastructure and business models.

### Senior Manager, Ford Philanthropy

*Ford Motor Company | 2022 – 2024*

- Oversaw a **\$15M innovation portfolio** supporting disaster relief, food security, and cultural institutions—driving measurable social impact and strategic brand alignment for Ford's philanthropic arm.
- **Advised Ford family members and senior Ford leadership** on strategic giving priorities, impact measurement, and philanthropic risk—serving as a key liaison to board members and executives.
- Built and managed high-trust partnerships with national institutions (e.g., Smithsonian, National Archives), securing co-investments and long-term commitments from philanthropic collaboratives
- Served as a media spokesperson for the philanthropy and company.
- **Launched Ford's first food security initiative**, coordinating with Feeding America affiliates, farms, food co-ops, and mission-aligned investors to scale regional food system resilience.
- **Co-designed a [signature impact platform](#)** amplifying Ford's 50+ year commitment to disaster relief—integrating efforts across product teams, communications, and nonprofit partners (e.g. Red Cross, World Central Kitchen and Team Rubicon) to deliver rapid-response support and long-term recovery.

### Design Thinking Catalyst Lead

*Ford Motor Company | 2021 – 2022*

- Led enterprise-wide strategy to **design for trust**—helping Ford navigate historic transitions by aligning product development with the evolving values and expectations of customers with autonomous driving, data intimacy, electrification, and subscription vehicle ownership models.
- Partnered with executive leadership and product teams to embed human-centered design methodologies into vehicle and service development **strategy, decisions, and operations**—building trust not only in Ford's offerings, but in the company itself.
- Developed and facilitated cross-functional programs that **improved internal collaboration and decision-making**, enabling teams across design, engineering, and marketing toward a unified standard of quality and empathy for the total financial and emotional cost of vehicle ownership to customers.
- Positioned trust as a **business-critical outcome**—shaping how Ford defined quality, safety, and innovation through the lens of customer experience and brand loyalty.
- Served as an internal coach and strategic advisor during Ford's shift to electrification and digital-first services, ensuring new product strategies reflected **values-driven insight, risk avoidance, customer loyalty, and multi-stakeholder design principles**.

## Experience

### Founder & CEO

*Space Hostess | Austin, TX | 2017 – 2020*

Led a strategic design firm focused on complex challenges in education, fintech, media, and civic systems.

- **Led design strategy for a \$50M museum renovation**, applying Universal Design for Learning to increase accessibility and visitor engagement; advising executives, board governance, elected officials, and institutional leaders.
- Co-facilitated the design of the Museum School, winner of the [\\$10 million XQ Super School Project award](#), granted by Laurene Powell Jobs and the Emerson Collective to reimagine public high schools in America. Project impacts 1,000+ Michigan high school students annually, transforming student agency, postsecondary readiness, and community engagement through experiential, place-based education.

### Vice President, Marketing & New Product Development

*GreenPath Financial Wellness | 2016 – 2017*

- Led a transformative rebrand and business model pivot that repositioned GreenPath as a **national fintech leader in financial wellness**, expanding audience reach, growing market share, and increasing brand relevance.
- **Launched fintech products** focused on credit building, debt management, and financial education.
- Directed the integration of **six acquisitions and five joint ventures**, scaling GreenPath's reach and enabling it to become the **largest nonprofit credit counseling organization in the U.S.**, serving 100,000 Americans with a mission to remix the American dream so it works for everyone.
- Elevated public awareness of the financial counseling sector through inclusive campaigns and thought leadership—earning media placements, strategic partnerships, and customer trust.

**Vice President, Education & Innovation.** United Way Detroit. | 2013 – 2015

**Executive Director.** West Michigan Center for Arts and Technology | 2008 – 2012

**Marketing Director.** Goodwill Grand Rapids. | 2004-2007

- Drove large-scale social change through strategic leadership in education, workforce development, social entrepreneurship, and fundraising. Built cross-sector partnerships, elevated customer voice, and implemented human-centered solutions designed for lasting impact. Work consistently focused on systems innovation, narrative, and collective leadership that fuels long-term change.

## Education & Certifications

**B.A., Social Relations** Michigan State University

**Agentic AI & AI Agents**, Vanderbilt University — Certificate Completed 2025

**AI Strategy & Governance**, University of Pennsylvania — Certificate Completed 2023

**AI, Empathy & Ethics**, University of California, Santa Cruz — Certificate Completed 2023

## Thought Leadership & Content Creation

- **Board Member**, *GreenPath Innovation Design* (B2B Fintech) | 2021–Present
- **Panelist**, *Industry Disruptors*, McKinsey & Co. Retail Conference | 2019
- **Fellow**, *Design Science Studio*. Buckminster Fuller Institute | 2020-2021
- **Fellow**, *Fuse Corps*. Community Wealth Building Initiative | 2013
- **Fellow**, *Socrates Program*, The Aspen Institute | 2013–2016
- *Tiny Home Futures* — **Published** March 2025 | [Available on Amazon](#)
- *Artificial Intelligence for Social Change* — **Published** November 2022
- **Content Creator**: ChatGPT AI agent creator, MidJourney, Google ecosystem, Burning Man Virtual, YouTube, Printables 3-D printing models, WhatNot e-commerce, WorldCoin Blockchain fintech tools