



GREG HOLDERFIELD

Pentair-Nugent
Clinical Associate Professor of Design

MOBILE 773 551 1286

EMAIL g-holderfield@northwestern.edu

experience

Northwestern University

Position: Director of the Segal Design Institute

January 2012 to present

Responsibilities: Works with co-director to provide leadership of the institute, reporting directly to the dean of the McCormick School of Engineering. The Institute offers graduate programs, undergraduate courses, boot camps, seminars and speaker series in design innovation.

- Coordinates masters programs and undergraduate courses in design.
 - Manages marketing and promotion of institute.
 - Develops and manages an annual budget.
 - Plans curriculum of selected design centric courses.
 - Participates in teaching counsel.
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Position: Co-Director

MMM Program September 2010 to present

Responsibilities: Co-director of a 2 year full-time, dual-degree program from the Segal Design Instituted at the McCormick School of Engineering, and Kellogg School of Management. This graduate program focuses at the intersection of design innovation, business management, and technology.

- Reporting directly to the dean of the McCormick School of Engineering and Kellogg School of Management.
- Manages marketing and promotion of program.
- Develops and manages an annual budget.
- Plans curriculum of selected design centric courses.
- Responsible for 120 MBA students.
- Organize, manage and procure 12 to 14 industry collaborations yearly (Wrigley, John Deere, BD, Mayo Clinic, Herman Miller, Abbott Labs, Nissan, Vera Bradley, GM, Hospira).
- Direct a 15 person outside advisory board from industry.
- Direct a 12 person faculty core.



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Northwestern University *(continued)*

Position: Pentair-Nugent Clinical Associate Professor of Design

Department of Mechanical Engineering September 2010 to present

Responsibilities: Advancement of human centered design education at both the undergraduate and graduate level at Northwestern University. This includes teaching, promotion, management, and strategic leadership.

Undergraduate and Graduate Classes Taught: Introduction to Industrial Design Methods for Engineers, Understanding Through Design, Research/Design/Build.

Executive Education Classes Taught: New Product Development for the Kellogg School of Management, Understanding Through Design for the Masters of Product Design and Development Management.

Position: Co-Director

Masters of Product Design and Development Program January 2010 to January 2012

Responsibilities: Co-director of 2 year part-time masters program that focuses on human centered design innovation leadership. Responsibilities include the management of 2 yearly executive education programs, 40 students, 23 faculty, 2 administrators, 1 work study, and a 10 member board of directors.

Currently teaching within the program.

Position: Fellow *Segal Design Institute* January 2010 to January 2012

Position: Board Member *Edison Innovation Awards* August 2011 to 2013

Position: Board Member *Master of Product Design and Development Management Program*
August 2011 to present

Position: Consulting Designer January 2010 to present

Clients: McDonald's, Clark Environmental, Samsung, Vera Bradley



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ARC Worldwide / Leo Burnett chicago

Position: *VP – Design and Strategy* September 2008 to January 2010

Responsibilities: Provide design leadership and creativity, within a large scale global multidisciplinary agency, to leading global brands through the total consumer experience. Primary focus is on retail, brand and “the shopper.”

Managed a team of 6 creatives working across multiple business units within the agency.

Clients: McDonald’s, P&G, Kellogg’s, Target, Miller Coors Brewing.

HLB chicago

Position: *Director of Strategic Design Innovation* May 1996 to September 2008

As Design Director, I passionately looked for ways to differentiate and create growth for our clients. I believe that the value of your brand grows in direct proportion to how quickly and easily consumers can say yes to your offering.

My role was to close the gap, by defining and realizing solutions and opportunities that created growth for my clients and value for the end user through the design process. This included setting strategy and directing the innovative vision that best delivered on the brand promise, while addressing consumer insights. From that, my leadership inspired and enabled. This was done in a multidisciplinary process that often involved stakeholders on many different levels.

As a member of the Strategic Leadership Team, I played a key role in reshaping the firm over the last 2 years. My leadership initiatives helped create new Mission and Vision statements, while clearly refining and focusing their value proposition. New branding, web and sales initiatives have resulted around the newly created mission statement: Meaningful Design.™

My efforts clearly helped bring strategic focus to the firm. My involvement extended well beyond the confines of design. My responsibilities included, sales, relationship building, account and project management and value creation.



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HLB chicago *(continued)*

Responsibilities: Tactical roles involved managing the performance and direction of the design group (20 people). This included project reviews, proposal creation and budgeting, 360 performance reviews, and interfacing with other disciplines within the organization, including: research and consumer insights, brand and strategy, engineering, software and systems engineering.

Another key responsibility I performed within HLB was supporting the Business Development initiatives of the firm. I was often the face of the firm and needed to articulate our differentiation in the marketplace as well as speak to the key business needs of that particular company.

Clients: Unilever, Microsoft, Dell, LG Electronics, Coca-Cola, GBC, Amgen, Westell, Colgate, 3M, Kimberly Clark, SC Johnson and Sons, Zenith Electronics, IBM, Wrigley, Coleman, Sunbeam, Motorola, Whirlpool, RobertShaw, Nellcor Puritan Bennett, Clorox, Bunn, Invensys, Wilson, Craftsman, Douwe Egberts Coffee, Fellowes.



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Northwestern University

Position: *Adjunct Professor* November 2007 to January 2010

McCormick School of Engineering and Applied Science
Master of Product Development

Course: Strategy in Design

Overview: Regarded by industry as the premier master's program in the country for product development, the curriculum is focused on leadership in product development, combining elements of the Kellogg School of Management and the McCormick School of Engineering. The executive level program is a full-time 2 year initiative.

My 2008 class size was 40 students, from such noted companies as, GE Healthcare, Kraft, Motorola, Fossil, Sony, Harley-Davidson, PepsiCo, Sara Lee, Gerber, SC Johnson, Abbott, Northrop Grumman, Continental, Wrigley, Shure, Texas Instruments.

Northwestern University

Position: *Guest Lecturer* January 2008, January 2009

McCormick School of Engineering and Applied Science
EDI (Engineering, Design & Innovation)

Course: Differentiation by Design



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Zenith Data Systems chicago

Position: *Senior Designer* May 1995 to May 1996

Overview: Worked as corporate designer on a variety of technology products ranging from mobile base, portable, desktop and servers. Interfaced with all levels of the corporation during the development process from the company president through manufacturing.

Joss Design Group chicago

Position: *Senior Designer* July 1991 to May 1995

Overview: Designed and managed the product development of a wide array of consumer products.

Clients: 3M, Health o Meter, Duracraft, Sunbeam-Oster, Fellowes, Coleman, Amerock, Motorola, Rubbermaid, Atapco.

Zyzyx Design Group chicago

Position: *Junior Designer* May 1990 to July 1991

Overview: Assisted throughout the product development process.

Clients: Baxter, Vision, AHI Helmets, Wilson Jones, Quidel.



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graduate education

Coventry University

Degree: *PhD Candidate in Design* September 2013, expected graduation Summer 2016

Northwestern University

Degree: *Master of Science in Product Design and Development Management* June 2005

Overview: A team-based program that focuses on leadership and innovation in product development. This 2 year, executive level program is taught by a diverse faculty from the McCormick School of Engineering and the Kellogg School of Management, as well as adjunct faculty and guest lecturers from Motorola, Exxon Mobil, IBM, P&G.

The curriculum ranges from Effective Communication, Conflict Resolution, Negotiations, Marketing, Ethics and Leadership, Industrial Design, Accounting, Customer Focused New Product Research, Specification and Validation, Decision Making Under Uncertainty, Management and Metrics for Product Development, Intellectual Capital Strategy for Product Development, Integrated Product Development with Collaborative Teams, Team Building and Organizational Behavior.

undergraduate education

University of Illinois at Urbana-Champaign

Degree: *Bachelor of Fine Arts, Industrial Design* May 1990

IDSA Student Merit Award Winner March 1990

conferences

The Mayo Clinic, Center for Innovation, Transform Conference

2010, 2011, 2012

IDSA National Conference

Washington D.C. 1997, San Diego 1998, Chicago 1999, New York 2003, Austin 2006, Phoenix 2008



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awards

2008 IF International Design Forum

Dell Multifunction Laser 1125 2008

German Red Dot Design Award

Dell 964 Photo All-in-One Printer 2006

Dell 400 Photoprinter 2005

Japan Good Design Award

Dell 964 Photo All-in-One Printer 2006

Industrial Design Excellence Award (IDEA)

Sponsored by BusinessWeek magazine and IDSA

Invensys Propane Monitoring System 2003 Gold

GBC 950S Shredder 2001 Silver

Motorola M Smart 1998 Bronze

Steelmaster Contours Desk Accessories

1995 Bronze

I.D. Magazine Annual Design Review

Everest Biomedical 2007

GBC Guardian Shredder 1999

International Design Yearbook

GBC Shark 200 Shredder 1999

Graphis Design Annual

GBC Shark 200 Shredder 1999

Good Design Award

Everest Biomedical SNAP II 2008

Sunbeam Steam Iron 2005

Invensys Propane Monitoring System 2003

Sunbeam Appliance Line 2003

GBC Cyclone Shredder 2000

GBC 950S Shredder 2000

GBC Docubind P100 Shredder 1999

GBC Guardian Shredder 1999

Motorola M Smart, Smartcard Reader 1998

GBC Shark 200 Shredder 1998

GBC Confidential Shredder 1997

Popular Mechanics Editor's Choice Award

Sears Craftsman AXS Line of Tool Chests 2008

Appliance Design Excellence in Design (EID)

Sunbeam Steam Iron 2005

GBC Shark 200 Shredder 1998

Motorola M Smart 1998

Product Design and Development

Engineering Award

GBC Shark 200 Shredder 1999

21 design and engineering patents

distinctions

2014 Distinguished Alumni Award

University of Illinois at Urbana-Champaign

2009 International Design Excellence Award (IDEA) Juror

Jury panel consists of 20 global thought-leaders in design and were selected by IDSA

IDSA Midwest Honors Nominee

Finalist, Nominated by Industry Peers 2008

International Housewares Show

Juror, Student Design Competition 2000, 1999

St. Charles High School

Distinguished Alumni Award 2000



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work exhibited

Design Excellence Collection

Exhibition at the Krannert Art Museum April 2005 and June-October 2005

A new a collection of products has been organized by Deana McDonagh at the School of Art + Design, University of Illinois (Urbana-Champaign), to promote design excellence, designers and manufacturers. This product collection will be used for (i) teaching design students, (ii) research projects and (iii) for public exhibitions and (iv) will be highlighted in a publication celebrating the impact of design. Contributors include Karim Rashid, Michael Graves, Ross Lovegrove, Teams Design, Herman Miller and SmartDesign.

Designing Experiences

Exhibition at the Krannert Art Museum April-May 2006

This exhibition combined the design contribution of our leading Industrial and Graphic Design alumni across seven decades. It was the first exhibition of its kind that brought together leading visionaries within design.

Thick Design Show

Exhibition at the Art Institute of Chicago 2005

Contributed conceptual design work for exhibit.

Design Excellence Gallery

IDSA National Conference in New York August 2003

Featured IDEA Gold Winner

Seven Designers Exhibit

Parkland College Spring 2002

Good Design Show

Exhibition at the Chicago Athenaeum of Architecture and Design

Featured Winner 2005, 2003, 2000, 1999, 1998, 1997

work featured in

International Design Yearbook 15, Graphis Design Annual 2000, Graphis 330, Forbes, Wired, I.D. Magazine, BusinessWeek, The Wall Street Journal, Gear, Maxim, Design Perspectives, Appliance Manufacturer Magazine, Across the Board, Stuff, Discover, Good Morning America, NBC Nightly News, QVC, Technology Teacher



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speaking engagements

South by Southwest Conference (sxsw02)

"Design Visions"

Sponsored by IDSA
Austin, Texas March 2002
Audience Size: Approximately 75

Wrigley Innovation Initiative

"Culture of Innovation"

Wm. Wrigley, Jr. Company
Chicago, Illinois November 2007
Audience Size: Approximately 55

International Home + Housewares Show

"How Consumer Insights Drive Innovation"

Chicago, Illinois March 2007
Audience Size: Approximately 50

Ceelite Innovation Conference

"Culture of Innovation"

Memphis, Tennessee March 2007
Audience Size: Approximately 55

Design Chicago

Panel Discussion with Industry Thought-Leaders

Fellow panel members included: Don Norman, IDEO, School of the Art Institute at Chicago, Institute of Design, Motorola, Jerome Caruso, University of Illinois at Chicago.

Segal Design Institute, Northwestern University

Sponsored by Kellogg School of Management and McCormick of Engineering
May 2007 May 2008 May 2009
Audience Size: Approximately 300

The Mayo Clinic, Center for Innovation, Transform Conference

"Design Education and Healthcare"

Northwestern University September 2011
Audience Size: Approximately 75

Innovation in Healthcare Conference

"Designing Health"

Kellogg School of Management, Northwestern University September 2012 and 2013
Audience Size: Approximately 200

Manufactures Alliance Conference

"Thinking with Design"

Miami, Florida March 2013
Audience Size: Approximately 75

Honeywell Innovators Series

"Understanding Through Design"

Chicago, Illinois June 2014
Audience Size: Approximately 250



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affiliations

University of Illinois at Urbana-Champaign

Outside Advisory Panel for the School of Art and Design's Industrial Design Program.
1998 to 2000

IDSA Member Industrial Design Society of America

DMI Member Design Management Institute

IDSA National Conference

Participated in the student portfolio review. 1997 to 1999

IDSA Midwest District Conference

Organized and moderated the student portfolio review. 1997 to 2001

IDSA Student Mentor

Worked with a variety of individual college students to help further educate and guide them towards a career in design. 1998 to present

Marwen Student Mentor

Worked with under served Chicago youths from Grades 6-12 introducing and educating them in the field of Industrial Design. 2002 to 2003

Guest Lecturer

University of Illinois at Urbana-Champaign
Northwestern University
Carnegie Mellon in Pittsburgh
Cleveland Institute of Art and Design

University of Illinois at Chicago
Marwen School of Art
Columbia College of Art
St. Charles High School

published author

REALIZE: Design Means Business.

Good is Not Good Enough: Wake Up and Smell the Coffee!

Edited by Paul Hatch and Deana McDonagh, 2006

Published by IDSA, Industrial Design Society of America

Holderfield G (2006)

The Technology Teacher, The Voice of Technology Education

Journal of the International Technology Education Association

October 2000 Vol.60 No. 2

"It's the Real World" Partnership Bridges Gap Between Classroom and Business

Edited by Cassie McQueeney-Tankard

Published by ITEA, an Affiliate of the American Association for the Advancement of Science

Holderfield G (2000)