

TIFFANY H. CARD

tcard@socio.com • 650.279.8711 • [LinkedIn](#)

Education

MBA, Stanford Graduate School of Business

Stanford, CA
2010 – 2012

- Teaching Assistant, d.school, Social Brands
- Executive Committee Member, Public Management Program
- Ely Fellows Award, Stanford Management Internship Fund
- Board Fellow, MicroCredit Enterprises

MS (Mechanical Engineering), Stanford University

Stanford, CA
2004 – 2006

- Teaching Assistant, Product Realization Laboratory
- Design Fellow, Stanford Hospital Pediatric Surgery Group

BS (Mechanical Engineering & English Literature), Yale University

New Haven, CT
2000 – 2004

- President, Yale Glee Club
- Yale Richter Fellow, Research on the History of the Book, National Library of Scotland

Business Leadership

Sociometrics Corporation

Los Altos, CA
2013 - Present

Director, Business Development

- Leader of commercialization planning and sales of Sociometrics' research byproducts

Design & Innovation Strategy

West | Creative Collective

San Francisco, CA
Jul 2012 – Sep 2012

Business Strategist in Residence

- Worked with executive leadership of top consumer internet start-ups to develop brand strategy linking marketing and communications with product development

IDEO | Innovation and Design Consultancy

Palo Alto, CA
2006 – 2010

Senior Mechanical Engineer and Project Leader

- Managed collaborative teams in the engineering and design of medical device prototypes for clinical and usability testing
- Created consumer insight-based innovation strategy for clients across a wide range of industries including automotive, food & beverage, and fashion

Organization Development

ACUMEN FUND | Patient Capital Investment Fund

Mumbai, India
2011

Summer Associate

- Led global review of internal knowledge management systems and illustrated wireframes of revised internal Wiki applications
- Identified opportunity areas for CEO summit and communication network based on insights from India investee and US-based VC interviews
- Created user experience visualization of cloud platform tracking inbound offers for assistance based on current Salesforce.com system

KOAZA | Microforestry Start-Up

Kilifi, Kenya
2009

Social Innovation Externship

- Led organization-wide program to teach human-centered design principles through design of mobile concepts for improving farmer extension network communications
- Prototyped systems for increased team coordination through creation of associate share meetings, innovation dropbox, and a knowledge share site for office servers

STRYKER ENDOSCOPY | Medical Device Manufacturer

San Jose, CA
2005

Design Engineering Internship

- Led inter-departmental research project focusing on using emerging technology to streamline internal operations in Distribution, Manufacturing, Marketing, and Sales