

Tiffany H. Card

FOUNDER. DESIGNER. ENGINEER.

EMAIL

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LOCATION

San Francisco, CA

BUSINESS LEADERSHIP

Sociometrics Corporation

Board Member (active)
Director of Technology
Nov 2012 – present

Briefly

Founder, CEO
Jun 2014 – Aug 2015

Behavioral Health Education

- Oversaw valuation and negotiation of potential merger
- Led innovation strategy to turn decades of top evidence-based content into a mobile classroom for health educators
- Managed strategy, forecasting and compensation for sales & marketing team. Increased annual profits from product sales by 35% over five-month execution window

Mobile Commerce App

- Recruited and led a team of six in the creation of a new consumer shopping app.
- Incubated by AOL at First Floor Labs, scaled pilot to 15,000 users

INNOVATION STRATEGY

StartX

Designer-in-Residence, Mentor (active)
Dec 2013 – Present

West

Business Strategist in Residence
Jul 2012 – Sep 2012

IDEO

Senior Project Lead
2006 – 2010

Stanford Accelerator

- Mentor founders on incorporating design in organizational leadership, UI/UX, branding, growth and recruiting

Marketing Firm

- Advised founding teams at Dropbox and Path on brand and marketing strategy with former Apple SVP of Marketing

Innovation & Design Consultancy

- Managed collaborative teams, 1M+ budgets, client relationships, detailed engineering and manufacturing in Health portfolio
- SocEnt Clients: Acumen, Kickstart, SoCap, WSUP, One Heart

SOCIAL VENTURES

Komaza

Advisor, Innovation Strategy (active)
Social Innovation Externship, Kenya
Jul 2009 – Dec 2009

Acumen Fund

Summer Associate, India
Jun 2011 – Aug 2011

Microforestry Start-Up

- Launched design of mobile operations tools to scale farmer extension network
- Current advisor on innovation strategy and communications

Investment Fund

- Led redesign of value-added services and knowledge sharing for global CEO network

EDUCATION

MBA

2010 – 2012

Stanford Graduate School of Business

- Executive Committee, Public Management Program
- Board Fellow, Microcredit Enterprises
- Ely Fellows Award, Stanford Management Internship Fund

MS, Mechanical Engineering

2004 – 2006

Stanford University

- Teaching Assistant, Product Realization Laboratory

BS, Engineering + Literature

2000 – 2004

Yale University

- Graduation with Distinction; President, Yale Glee Club