

Michael Perry

Michael.Lewis.Perry@gmail.com
(931) 623-2085 | MikePerry.Design

PROFESSIONAL

Doblin +

Deloitte Digital

Innovation Manager
2021 - Present

Sr. Consultant
2019 - 2021

Innovation Consulting - Member of the Global Innovation Strategy Group within Deloitte Digital | Chicago, IL

INNOVATION STRATEGY & NEW PRODUCT LAUNCH

Defined the go-to-market strategy for a product poised to disrupt a \$400M cleaning category. Conducted stakeholder interviews, synthesized insights, and defined quantifiable value drivers. Applied game theory to identify the value-maximizing scenario that unlocked \$191M in value and positioned our Fortune 500 CPG client as the new category lead.

Launched a loyalty rewards program for Medicare participants for a Fortune 50 Health Insurer. Authored marketing collateral to drive trial of senior-focused clinics in a pilot market. Established a targeted incentive strategy to encourage adherence and engagement in preventative care. Designed "north star" user experience covering +50 touchpoints.

Created the B2B market-entry strategy for a molecule developed by a Fortune 10 Chemical Manufacturer. Validated consumer desirability and business viability. Estimated up to \$2B in revenue impacting a \$8.9B global detergent market.

OMNICHANNEL EXPERIENCE DESIGN

Developed the purchase experience strategy for a Fortune 50 automotive manufacturer's electric vehicle lineup. Closely collaborated across strategy, design, and technology teams and navigated complex stakeholder and legal constraints to deliver a differentiated experience within a legacy organization. North American market implementation set for Fall 2023.

Founded Deloitte offering exploring experiences unlocked at the intersection of digital and physical environments. Authored proprietary IP and contributed to a pipeline of new business opportunities valued at over \$8M in 2022.

SERVICE DESIGN & DIGITAL TRANSFORMATION

Elevated agent and underwriter experiences for a 200-year-old Insurance Provider by digitizing outdated infrastructure and accelerating vetting processes for new business. Delivered an AI-driven chat bot and development roadmap.

INNOVATION CAPABILITY BUILDING

Launched an innovation unit for a \$1B Automotive Parts Manufacturer. Established org structure and trained the team on proprietary tradecraft. Filled pipeline with four transformative ideas with the potential to generate \$3.9M in revenue.

IBM DS&I

Sr. Digital Strategy Consultant
2018 - 2019

Technology Consulting - Member of the Digital Strategy & Innovation Team | Chicago, IL

Transformed the digital experience of the retail execution platform for Frito-Lay's direct store delivery employees. Impacted 15,000 routes and 500,000 weekly service calls for over 315,000 customers. Employed agile methodologies as Product Owner for the 16-person user centered design team including UX/UI designers, front-end developers, and researchers. Collaborated to develop and deploy full stack solutions leveraging Salesforce and bespoke tools.

frog

Strategy Intern
Summer 2017

Innovation Consulting - Member of Business Strategy Team | Austin, TX

Defined go-to-market strategy for an internal experience design practice and presented to leadership for investment.

Prophet

Sr. Design Consultant
2014 - 2016

Design Consultant
2012 - 2014

Design Consulting - Member of the Experience Design Team | New York, NY

Led physical experience design on an interdisciplinary team that developed a new identity, positioning, and customer experience for Qdoba; impacting 640+ restaurants. Saw 11.7% growth in same store sales after implementing strategy.

Dove deep into consumer insights for rebranding of furniture startup, Lovesac. Performed ethnographic research; results directly applied in-store. Presented prototype to client C-Suite, launched trial in 10+ locations to initiate global rollout.

Directed design of 75+ Maserati dealerships across North America. Managed 5-person interdisciplinary team and advised global corporate identity managers, local dealers, contractors, and architects.

ACADEMIC

Northwestern University - Kellogg School of Management + McCormick School of Engineering
MBA + MS Design Innovation - MMM Joint Degree Program | June 2016 - June 2018
Graduated with Distinction - Design & Innovation Excellence Award, 2018

University of Virginia - School of Architecture

Bachelor of Science in Architecture | August 2007 - May 2011
Graduated with Distinction - Jefferson Public Citizen, 2011

SKILLS

Design Thinking + Human Centered Design
Illustrator + Photoshop + InDesign + XD
Excel + Word + PowerPoint + Teams
Customer Research + Ethnography
Data Analysis + Qualtrics + Tableau
Prototyping + AutoCAD + Rhinoceros
Scaled Agile (SAFe) Methodologies
Figma + InVision + Sketch + Miro

ADDITIONAL

Awards: 1st place Rotman Design Challenge – University of Toronto | Future of Architecture Award, 2015 – American Institute of Architects

Interests: Outrigger Canoeing, Kayaking, Fishing, Backpacking, Birding, Eagle Scout, DIY Art Installations