

KARA J. SMITH

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EXPERIENCE

- 4/2019 – 8/2019 **INTERSPORT** Chicago, IL
Strategic Partnerships Intern
- Assisted with the research and ideation for a potential documentary on John McLendon
 - Supported the development of pitch decks for Intersport’s assets and properties such as the Under Armour All American Game and the James Beard Awards to Cricket Wireless, Home Depot, Jersey Mike’s and Edward Jones
- 2013-2018 **DELOITTE CONSULTING LLP** Washington, D.C.
Strategy and Operations Senior Consultant, 2017 – 2018
- Managed a team of 27 that maintained and enhanced the usability of a United States Marine Corps (USMC) web application, affecting 5,000 service members globally and \$2 billion in contracts annually
 - Identified a user experience enhancement opportunity and developed a five-year growth strategy for the USMC procurement office which included leading the redesign of the entire website and building a digital interface that enabled the website to communicate with other systems, reducing operational redundancies by 25%
 - Led the team of 27 functional and technical individuals through seven end to end product development lifecycles and facilitated relationships across third party vendors
 - Executed the development and delivery of an annual USMC training program, resulting in reoccurring domestic and international training for all USMC procurement personnel
 - **Pro Bono:** Co-led a team of five that transformed a media start-up’s business model and conducted ethnographic and market research to determine the largest growth opportunity target segments
- Strategy and Operations Consultant, 2015 – 2017*
- Became a trusted advisor to USMC procurement leadership by creating an impact analysis report of over 500 regulatory changes on the current state of a USMC web application, resulting in \$3M of additional work
 - Analyzed historical data and created key metrics reports, which helped the USMC determine its one, three and five-year spending goals, increasing the USMC spending efficiency by 10%
 - Researched and developed a Navy Strategic Roadmap that identified key market trends for 300 senior leaders
 - One of fifteen to receive a firm-wide award for business development efforts to expand Deloitte's territory within the Federal sector by contributing to proposals totaling \$50M+
- Senior Financial Analyst, 2013 – 2015*
- Managed financial and operational compliance on ten high-complexity consulting engagements totaling \$30M in revenue, leading to promotion to Senior Financial Analyst one year earlier than firm norm
 - Guided a cross functional team through the financial data conversion of 20 federal engagements totaling \$50M from a legacy accounting system to a new system, saving the firm over \$500K

HUMAN-CENTERED DESIGN EXPERIENCE

- Spring 2020 Design Coach (Teachers Assistant) for a Product Innovation class with P&G
- McCormick Segal Design Student Practicum
 - Utilized design thinking methods such as design research and lean innovation to develop growth strategy for U.S. based sports retailer
 - Worked with P&G to ideate on the next billion-dollar product and brand by conducting customer interviews and rapid prototyping iterations and developing the brand positioning strategy
- Finalist in the Kellogg Design Challenge – developed and pitched a unified platform solution for Medtronic by synthesizing data from five Type 1 diabetes patients, four medical professionals and a nutritionist
- Identified a weakness in the post collegiate career preparation for female college athletes and developed a professional development workshop reaching over 40 division one college athletes, resulting in an invitation to sit on an espnW panel with Jemele Hill, Kerry Chandler, ect. on post collegiate careers
- Experienced in Tableau, Photoshop, InDesign, Adobe XD, Microsoft PowerPoint and Excel

EDUCATION

- 2018-Present **KELLOGG SCHOOL OF MANAGEMENT** Evanston, IL
SEGAL DESIGN INSTITUTE AT THE MCCORMICK SCHOOL OF ENGINEERING
NORTHWESTERN UNIVERSITY
Joint Degree Candidate MBA and MS Design Innovation, June 2020
- 2009-2013 **HOWARD UNIVERSITY** Washington, D.C.
Bachelor of Business Administration, May 2013
- Major: Finance GPA: 3.6, *Magna Cum Laude*