

DR. JOSEPH PRESS



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Mother Tongue: English
Proficiency: French, Hebrew, German
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RAISON D'ÊTRE

I am a **Digital Strategist**, **Innovation Catalyst**, and **Leadership Designer** who innovates to empower people and organizations to lead transformation that creates shared value.

PROFILE & PURPOSE

I am a passionate strategic designer of digital innovation, whose raison d'être is to co-create meaningful experiences that transform people and organizations. As CCL's Global Innovator & Strategic Advisor to the President + CEO, I collaborate with leadership across the globe to champion innovation, digital transformation and creative leadership. As an experienced business consultant and passionate digital innovator, I support the design and delivery of engaging and innovative experiences that accelerate personal and organizational impact. My creative mindset helps unleash client creativity to co-design innovative business models, products, and services in design thinking-like workshops. With over five years of online teaching experience, I also design and deliver high-impact developmental experiences in synchronous and asynchronous virtual environments.

I am deeply committed to co-creating meaningful experiences that transform people, organizations and society. My ultimate purpose is to develop leaders who use design-centric innovation to transform themselves and their organizations to create shared value.

CAREER MILESTONES

- 2017: Joined CCL as Global Innovator & Strategic Advisor to the President + CEO
- 2016: Mentor and Advisor to start ups in MassChallenge and Kickstart Accelerator
- 2012: Launched and led Deloitte Digital CH at Deloitte Consulting Switzerland
- 2009: Established Social Business offering and advised Deloitte Digital launch at Deloitte US
- 2006: Established Social Technology practice at Deloitte Consulting Israel
- 2000: Joined Deloitte Consulting in Germany, to start Digital Workplace, Learning and Collaboration offering
- 1999: Joined DEGW as Workplace Designer, responsible for design and build of the AOL Time Warner HQ in Paris
- 1999: Completed Masters and PhD in Design Technology at M.I.T.
- 1990: Moved to Germany to join Busmann + Haberer Architekten as 3D modeler
- 1988: Completed BS Managerial Economics, Minor in Architecture Carnegie-Mellon

IMPACT STORIES

DIGITAL STRATEGIST & TRANSFORMER

Understanding a client's strategic challenges is the key to co-creating meaningful digital experiences.

- **Built an international team of digital specialists to deliver innovative consultancy services for global clients**
 - Define go-to-market business plan, including client targeting, headcount targets, and networked delivery models
 - Recruit specialists across all digital competencies, growing the team from 2 to 20 within 14 months
 - Define and lead go-to-market propositions:
 - Digital Strategy and Innovation: ideate, collaborate and innovate to stimulate entrepreneurship
 - Creative and Design: Design of innovative consumer experiences and collaboration with creative agencies
 - Innovation Factory: Develop new service offerings, including IoT, in-store experience design, industrial design
 - Conduct digital awareness workshops, client opportunities and upskilling training with partners across the firm
- **Client Story: Digitally enable personalized consumer experiences and transform the digital marketing function at the world's largest food and beverage company**
 - Originate and led pursuit team, in addition to acting program lead for global team from 5 member firms
 - Design and facilitate a Digital Day to identify the concept of personalized consumer experiences enabled by digital
 - Develop end-to-end consumer journeys to illustrate digital enablement of key phases sales lifecycle
 - Design the operating model across all marketing processes and functions, to enable subscription model for markets and the transfer of the digital services group to near shore location
 - Develop cost model and business case, including marketing measurement framework, for the build, deploy, and sustain phases of the project with ongoing ROI tracking
 - Evaluate and recommend the future -state architecture, including: eCommerce, data model, and all interfaces

DESIGN-DRIVEN INNOVATION CATALYST

Accelerating innovation by design enables traversing the 'valley of death' between invention and innovation.

- **Lead the Digital team by Design, as a powerful method to develop consultants to amplify insights and impact**
 - Design and facilitate partner and client Innovation Labs, including strategic framing, exponential technologies, design thinking, rapid prototyping/3D printing, augmented reality, business model canvas and funding pitches
 - Design and build the Swiss "Greenhouse" – Deloitte's place to creatively collaborate with clients to tackle business challenges and seize opportunities in game-changing ways
 - Design Deloitte Digital Studio to strengthen a unique digital culture and working environment for the team
 - Advise the design of innovative personalized digital experiences, including portals, apps, and new technologies to ensure ease-of-use and increase adoption
 - Write and direct video montages to bring to life conceptual sketches and storyboards that illustrate the impact of integrated Digital and physical experiences
 - Design and deliver Service Design training program for EMEA consultants

- **Client Story: A series of Innovation Days opens a portfolio of opportunities to create client impact**
 - Design and deliver Innovation Labs, inspired by Design Thinking, for executives and R&D function, focused on using creative and design thinking to solve strategic business challenges
 - Advise the design and implementation of an internal innovation program, currently in use in 4 global functions
 - Led the design of an IoT prototypes for business innovation challenge, following participation in an IoT think tank
 - Manage the design of a dashboard to enable SAP based data driven decision-making in supply chain
 - Collaborate with Singularity University to deliver "exponential" innovation sessions

LEADERSHIP DESIGNER AND EDUCATOR

Redesigning the digital and physical experience of learning is the only way to avoid the disruption of education

- **Educate students, consultants, learning professionals and executive leaders in Strategic Design and Innovation**
 - Co-designed Strategic Design and Management Graduate Program at Parsons the New School for Design
 - Adjunct faculty member at Parsons teaching graduate seminar courses on technology, innovation, and leadership
 - Visiting faculty member at St. Gallen graduate program in Design Thinking
 - Annual guest speaker at IMD on Design in Leadership Development and Designing Innovative Learning Experiences
 - Design and deliver for over 80 CLO an innovative learning event at Deloitte University

- **Client Story: Redesign the digital and physical experience of executive leadership development at Nestlé to create impactful educational experiences and stimulate innovative organizational culture**
 - Led the transformation of Executive Leadership Development center, including new pedagogies, technologies (hardware & software), and facilities design (including Innovation Zone and Media Studio)
 - Create executive learning experiences using digital enablers and innovative methods to ensure sustained development
 - Identify crowd sourced business challenges to focus experiences on delivering business value
 - Design and facilitate innovation workshops and coaching participants
 - Led the design of the new platform including mobile and intranet site

Clients include: Nestlé, Samsung, Unilever, FiatChrysler, Saudi Telecoms Company, Southwest Energy, PMI, Roche, Verizon, Unicef, ICRC, Credit Suisse, Edmond de Rothschild, Swisscom, HSBC, Zurich, SAP, Citibank, Pfizer, Purina, Novartis, Takeda, Honeywell, Coca-Cola Enterprises, Devon, McDonald's, Samsung, AOL Time Warner, Amdocs, Philips, Textron, Imperial Tobacco, ...

EDUCATION

- Ph.D. Design Technology, Massachusetts Institute of Technology Cambridge, Massachusetts USA, 9.96 - 3.99
- S.M. Architectural Studies, Massachusetts Institute of Technology Cambridge, Massachusetts USA, 9.95 - 3.96
- B.S. Managerial Economics, Carnegie Mellon University Pittsburgh, Pennsylvania USA, 9.84 - 5.88

TEACHING & RESEARCH

- 2018: Associate Professor at Politecnico de Milano Design Management Graduate Seminar
- 2017: Co-founded IDEaLs with Politecnico de Milano Leadin Lab
- 2016: Joined teaching team at St. Gallen Design Thinking program
- 2012: Established Master's program of Strategic Design & Management at Parsons The New School
- 1997: Researcher at Delft Technical University, Design Knowledge Systems
- 1996: Researcher at MIT Media Lab
- 1993: Joined faculty at Bezalel Design Academy, Jerusalem

PASSIONS

- Cinema Noir – the darker the better
- Urban Sketching – even as digital natives, we should celebrate the art of sketching
- Swimming – swam the Hudson and East River, but nothing is like the ocean
- Opera – From Puccini to Glass
- Esoteric – always seeking mindfulness, amid the chaos of consulting