

The Design of Business | The Business of Design Hosted by Jessica Helfand and Michael Bierut Beginning Fall 2016

A New Podcast
About Design and Business
Recorded Live at the
Yale School of Management

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| October 25 | Staging Art | Susan Sellers, Cynthia Round |
| November 01 | Making Places | Leslie Koch |
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Barry Nalebuff is an expert on game theory and has written extensively on its application to business strategy. He is the coauthor of six books: *Thinking Strategically* and *The Art of Strategy* are two popular books on game theory with over 300,000 copies in print. In addition to his academic work, he has extensive experience consulting with multinational firms, from American Express, GE, and McKinsey to Google and Rio Tinto. He advised the NBA in their negotiations with the NBA and serves on the board of Nationwide Insurance.

September 06 | Barry Nalebuff

Milton Steinbach Professor of Management
Yale School of Management



John Bielenberg is a designer, entrepreneur and imaginative advocate for a better world. He is the founder of Project M, CCA Secret Project and co-founder of Future and Common. He is known for his work in innovation regarding the practice and understanding of design and leadership in the “design for good” movement.

September 13 | John Bielenberg

Future Partners, Project M



Prior to launching Serial Box, **Molly Barton** was Global Digital Director at Penguin Random House where she led the global ebook business and digital product innovation/content strategy. She received her B.A. from Wesleyan University, where she has also served as a faculty member of the Writing Program. Serial Box co-founder **Julian Yap** received his B.A. from Yale University, a Masters from the University of Pennsylvania, and a J.D. and L.L.M from Duke University School of Law. A former clerk for the Supreme Court of Texas, Yap served, most recently, as senior counsel in the Department of Justice.

September 20 | Molly Barton, Julian Yap

Co-Founders, Serial Box



Deborah Berke is the founder of the NY-based architecture firm Deborah Berke Partners. She has taught at the University of Maryland, the University of Miami, the Rhode Island School of Design, and the Institute for Architecture and Urban Studies, and serves as a trustee of the Forum for Urban Design. Ms. Berke received a B.F.A. and a B.Arch. from the Rhode Island School of Design and an M.U.P. in Urban Design from the City University of New York. Awarded an Honorary Doctor of Fine Arts in 2005 by the Rhode Island School of Design, a monograph of her work was published by Yale University Press in 2008.

September 27 | Deborah Berke
Principal, Deborah Berke Partners and
Dean, Yale School of Architecture



A 1983 graduate of Yale College, **Bruce Cohen** is an Oscar-winning film producer (*American Beauty*) who also produced *Milk* and *Silver Linings Playbook*, among others. He is on the Board of Governors of the Producer's Guild, having served two terms as vice president of motion pictures, and is on the Executive Committee of the Producer's Branch of the Academy of Motion Picture Arts and Sciences.

October 04 | Bruce Cohen
Film Producer, Social Activist



Douglass Powell is a designer and studio lead at IBM in Austin, Texas where he is helping to build the vision for IBM Design, a global effort to bring design into one of the largest and most successful companies in the world. Prior to joining IBM in 2013, Doug was an independent designer, strategist and entrepreneur leading successful projects for a wide range of clients and collaborative partners in health and nutrition, including the Robert Wood Johnson Foundation, Lifescan, and Pepsico. Doug recently served as consulting Creative Director for HealthSimple, working in close collaboration with the Johnson & Johnson Global Design team.

October 11 | Douglass Powell
Distinguished Designer, IBM and former
President, AIGA



Susan Sellers is a founding partner in the NYC-based Design Studio 2x4, who served for three years as Creative Director for the Metropolitan Museum. At 2x4 she developed graphic identities for numerous museums including PS1 and the Brooklyn Museum, as well as exhibition design for Nike, and environmental design for OMA's McCormick Tribune Building at IIT. Prior to coming to the Met, **Cynthia Round** was executive vice president of brand marketing and strategy for United Way Worldwide, where she was responsible for global brand stewardship for some 1800 United Way chapters in more than 40 countries.

October 25 | Susan Sellers, Cynthia Round
Creative and Marketing Directors,
The Metropolitan Museum of Art



For a decade, **Leslie Koch** presided over the transformation of Governors Island, taking it from an abandoned military base into a vibrant public space, attracting hundreds of thousands of seasonal visitors, and a diverse array of arts and cultural programs. She oversaw an ambitious \$300 million capital program which added 40 new acres of park and brought the Island's infrastructure into the 21st century. Ms. Koch's creative leadership has received recognition from such organizations as the American Institute of Architects, the Municipal Art Society, and others.

November 01 | Leslie Koch
President and CEO, The Trust for
Governor's Island



Co-founder and Chief Medical Officer of *Sherpaa*, **Dr. Jay Parkinson** has been described as the doctor of the future. Since its inception in 2007, his internet-driven practice has attracted 7 million visitors. This concept went on to become *Hello Health*, an electronic medical record that enables doctors and patients to connect in and out of the office via email, IM, and video chat. In 2010, he co-founded *The Future Well*, a creative consultancy that specialized in healthcare for clients such as Sanofi, Planned Parenthood, and the National Health Service in the UK. Along with the *Future Well*, Dr. Parkinson developed and designed *Omnio*, the most popular iPad app for physicians.

November 08 | Dr. Jay Parkinson
Co-Founder, Chairman, and Chief Medical
Officer, *Sherpaa*



Danny Meyer is the CEO of Union Square Hospitality Group, which includes Union Square Cafe, Gramercy Tavern, Blue Smoke, Jazz Standard, The Modern, Maialino, Untitled, North End Grill, Marta, Union Square Events, and Hospitality Quotient. **Paula Scher** is an internationally recognized award-winning designer, whose work is in the collections of the Museum of Modern Art, the Museum für Gestaltung and the Library of Congress in Washington, DC.

November 15 | Danny Meyer, Paula Scher
CEO, Union Square Hospitality Group and
Partner, Pentagram Design



Steve Duenes, Associate Managing Editor at *The New York Times*, has been with the company since 2004. The graphics department is comprised of 30 journalists and designers who research, design and develop the interactive maps, data visualizations and motion graphics for *The New York Times'* digital platforms and printed newspaper. The department is in a state of constant motion, responding to breaking news or continuing stories in addition to contributing to editing efforts on long-term projects and they continue to lead integrated, multimedia stories around the newsroom. Duenes is a faculty member at the School of Visual Arts in New York City, and has been a contributor to *The New Yorker*.

November 29 | Steve Duenes
Graphics Editor, *The New York Times*



As Digital Director for Obama. **Teddy Goff** oversaw a team of more than 200 people nationwide who managed the campaign's social media, email, web, online advertising, online organizing, design, front-end and product development, design, and video strategies. Collectively, they raised more than \$690 million, registered more than a million voters online, built Facebook and Twitter followings of more than 45 and 33 million people respectively, generated more than 133 million video views, ran more than \$100 million in online media spend (the largest such program in political history), built groundbreaking tools for online fundraising and campaigning, and organized hundreds of thousands of volunteers and events through their proprietary organizing platform, *Dashboard*.

December 06 | Teddy Goff
Digital Strategist