

JEN BERG

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As a leadership, innovation, and creative mindset coach, trainer, and facilitator, I bring people together to create extraordinary things through a focus on being resilient, responsive, collaborative and creative in the rapidly changing landscape of modern business.

Whether you look through the lens of change management, organizational readiness, team dynamics or leadership effectiveness my work is focused on magnifying the innate creative power we all have. I have helped teams within start-ups, small businesses, and large multi-national corporations solve challenging problems by listening to each other and their customers in new ways. I cultivate an environment of safety and trust in every engagement, allowing for the deep collaboration of everyone involved.

EXPERIENCE

Professional Sabbatical, Portland, Oregon (2017)

Freelance Consultant, Explorer, Learner, and Coach

- Development, delivery and testing of training curriculum to teach core skills for working in complex and uncertain contexts; specifically based in navigating the complexity of modern business with a deep focus on purpose, compassion, and productive transformation.
- Research and exploration of complex human systems with the Human Systems Dynamics (HSD) Institute as a teaching assistant for their professional certification course. HSD provides models and methods for understanding the world around us, recognizing the unpredictable, emergent environments of today's social and economic systems, and taking informed action to get productive results. Simple yet powerful, HSD is action-based, highly useful, and produces immediate results.

Evolv, Seattle, Washington (2016)

Co-Founder | Product Experience & Design Manager

- Created a transformative new course teaching user-centered design to technical and non-technical individuals including interpersonal awareness and soft skills resulting in positive employee retention, improved product clarity, stronger team collaboration and deeper individual career satisfaction for clients including Microsoft and Concur.
- Successfully guided monthly cohorts of 8 people through the course work and diligently followed up with integration activities within their places of business.

Revel Consulting, Kirkland, Washington (2015)

Manager | Revel Foundry

- Managed and optimized strategy, roadmap definition, design, and implementation of internal program to develop consultants through workshops teaching human-centered capabilities and innovation practices achieving 9% decrease in employee attrition.
- Designed, co-created, and facilitated client workshops leveraging the curriculum developed for internal consultant development.
- Designed and implemented leadership transformation and strategic visioning program resulting in increased collaboration and trust across leaders, a more cohesive operating structure, and shared vision of a united and focused team.

ThoughtBridge LLC., Kirkland, Washington (2014 - 2015)

Explorer, Leader, Facilitator, Coach

- Designed, developed, and delivered customized experiences that enabled teams and individuals to unleash untapped agility, collaboration, and creativity.
- Experiences crafted include innovation, design thinking and creativity workshops, corporate retreats, off-site meeting facilitation, as well as team and individual coaching for clients spanning multiple industries including: legal firms, state government offices, non-profits, and local small businesses and startups.

Squish Ice Cream Sandwiches, Kirkland, Washington (2013 – present)

Owner & Chief Innovator

An ongoing, evolving, and personal small business experiment that provides a forum to test collaboration and business management ideas and to explore my lifelong love of ice cream sandwiches.

Nordstrom, Inc. Seattle, Washington (2001 - 2015)

Innovation Coach & Experience Designer | Innovation Team (2012 – 2015)

- Created and facilitated innovation, design thinking and creativity workshops, collaboration sessions and team meetings across the organization, including business, technology, executive teams and with visiting collaborative partners.
- Contributed strategic perspective and guidance to new and ongoing corporate initiatives based on Innovation Lab experiment and project results.
- Strengthened the connective tissue between teams through empathy building, better communication, and fostering collaboration throughout the course of projects.

Instructional Design Team Manager | Education + Change Readiness (2006 – 2012)

- Developed and rolled out training materials for a new enterprise wide merchandise financial planning tool for the entire buying and planning teams that enabled integrated planning capabilities and provided improved visibility into day-to day business.
- Defined and executed clear strategies for web enhancement and education development projects resulting in coordinated project execution and seamless transition of support activities and project materials to appropriate teams.
- Partnered across the organization with stakeholders and subject matter experts to define project requirements and develop content for education and change readiness materials building trust and resulting in shared ownership of materials.

Product Manager | Business Information Office (2004 - 2006)

- Managed successful implementation of the Nordstrom Anniversary Sale on Nordstrom.com enabling 30% increase in year over year event sales.
- Developed Anniversary Sale issue tracking database to streamline tracking and resolution of project implementation issues reducing duplicate work and turn-around time by 30%.
- Managed the Nordstrom.com in-store checkout project that enabled store employees to shop on behalf of customers on Nordstrom.com from in-store point-of-sale terminals.

EDUCATION & PROFESSIONAL CERTIFICATIONS

Adaptive Action Coach | Human Systems Dynamics Institute, 2016

Human Systems Dynamics Professional | Human Systems Dynamics Institute, 2015

Certificate in Project Management | University of Washington Extension Program, 2002

Bachelor of Arts with Honors | Robert D. Clark Honors College, University of Oregon, 1993