

# ASHLEY DEVECHT

## RELEVANT EXPERIENCE

### **Amway, Ada, MI**

**Sr. Business Innovations Specialist | April 2018–present**

Build business cases for new offerings and experiences through trend evaluation and exploratory & hypothesis-testing research.

- Outlined a service blueprint to bring the Amway Labs (AL) concept to life
- Oversaw the design & development of a new AL Web platform that connects entrepreneurs to micro-social influencers, managing a team of 30 to a 5-month timeline
- Crafted and led 5 AL pilot experiments to test key assumptions around incentives, training formats & personas
- Distilled 70 AL test insights into a business case & go-forward strategy with a concise communication tool for sharing learnings with the C-suite and board of directors
- Moderated more than 25 customer and distributor interviews for Wellness Simplified (WS) concept
- Processed key quantitative data and qualitative insights from WS interviews into clear action steps
- Outlined phases for WS distributor research and presented research plans to North American marketing leadership, leading to buy-in where there was formerly hesitation
- Identified a new online recruitment platform that made iterative design testing quick and affordable
- Led a workshop introducing employees to Experience Design
- Designed a survey for the Innovation & Science Division, resulting in nearly 200 employee-led ideas

### **Metals Service Center Institute (MSCI), Rolling Meadows, IL**

**Sr. Director, Branding & Innovation | April 2017–April 2018**

**Director of Communication | June 2012–April 2017**

Ideated, prototyped, and iterated new concepts into desirable, feasible and viable new products and services.

- Applied consumer insights and macro trends to MSCI's 5-year strategic plan & new product pipeline
- Presented proposals for new products and services to CEO and board; iterated concepts with their input
- Launched and managed an online magazine, *Edge*, helping 400 readers/week think innovatively about their businesses
- Outlined a service blueprint for a new safety certification program designed to drive customer retention
- Managed a cross-functional, remote marketing team

## EDUCATION

### **Northwestern University, Evanston, IL**

Masters of Business Administration (MBA)

Kellogg School of Management, 2016

G.P.A.: 3.7/4.0

Focuses: Innovation & Entrepreneurship, Social Enterprise, Business Strategy, Marketing

### **Hope College, Holland, MI**

B.A. English and Communication

Graduated Magna Cum Laude, 2009

G.P.A.: 3.7/4.0

## CERTIFICATIONS

### **IDEO U**

- Insights for Innovation, Dec. 2016
- From Ideas to Action, April 2016
- Storytelling for Influence, March 2016
- Foundations in Design Thinking, Nov. 2017

## ACTIVITIES

- ▶ **Small Group Leader Coach & Trainer**, Vineyard Church of North Grand Rapids, Sept. 2020–present
- ▶ **Business Innovation Subject Matter Expert**, Hope College, Nov. 2020–present
- ▶ **Advisor to Corporate Innovations & New Ventures**, Northwestern University, March 2017–June 2017
- ▶ **Young Professionals Board Member**, Breakthrough Urban Ministries, June 2014–March 2018
- ▶ **President**, Kellogg Christian Fellowship, Jan. 2015–June 2016

## OTHER EXPERIENCE

### **Imagination, Chicago, IL**

Managing Editor | April 2011–June 2012

Associate Editor | June 2009–April 2011

### **The Anchor, Holland, MI**

Editor-in-Chief | June 2008–June 2009

### **Guideposts Magazine, New York, NY**

Intern | May 2008–August 2008