Phil Fawcett, MBA, PhD

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CAREER SUMMARY

Seven years of experience in undergraduate and graduate level instruction, combined with 20+ years of experience in new technology development. Areas of expertise include articulating a vision for future technology creation, experimentation, application, and development; leading teams through the completion of experimental technology projects adapted for commercialization and released to market; developing value propositions on projects having high uncertainty, ambiguous requirements, and unknown-unknown variables.

- Strategic Partnership Development
- Software Engineering
- User Interface / User Experience Design
- Technology Evaluation & Commercialization
- Training & Development
- DS/AI/ML Research
- Cross-Functional Team Collaboration
- High-Level Negotiation

TEACHING EXPERIENCE

University of Washington – Tacoma, WA
Teaching Professor/Lecturer/Contractor   **Spring/Summer 2023**
Instructor in the Milgard School of Business teaching Business Intelligence to Cross Disciplinary graduate and undergraduate students in Center for Business Analytics using Tableau Visualization and Azure Machine learning environments. Served as an advisor/mentor to competing student entrepreneurs for FinTech idea incubations sponsored by South Sound Credit.

Oxford University Innovation – United Kingdom
Instructor/Mentor/VC Fund Advisor for Oxford Innovation   **Spring/Summer 2022**
Instructed and advised 35 + entrepreneurs from the MENA (Middle East North Africa) region via the Infinitum Education team. Taught Business Model Canvas, How to Produce and Present a Pitch to Investors, Entrepreneuring and AI, Pitch Coaching, and Investor Prep. Also served as an advisor to venture capitalists/investors for evaluating startup investment opportunities and advising UK government officials who support entrepreneurial driven economic development.

City University – Seattle, WA   **2017 – 2020**
Instructor – Business and IT
Delivered online and hybrid classes on Business for the Doctorate Degree Program, Computer Science and IT for the Bachelor's Degree Program, and Entrepreneuring for the Master's Degree Program.

University of Washington – Seattle, WA
Teaching Professor/Instructor/Innovation Partnerships/Sponsor Manager   **2015 – 2022**
Instructed, advised, and mentored 10-12 graduate student teams, managing 25+ simultaneous Capstone projects per year, including software development, data science, and UI/UX. Managed business development, contract negotiations, relationships, and legal obligations for all capstone business partners and project participants. Served as an advisor for the new Capstone Program; built relationships between the University and the Pacific Northwest technical community.

- Drove the Capstone portion of the iSchool graduate program to be rated as the U.S.'s 2nd leading information school.
- Led 85 Information Science project teams and partners through 20-week development cycles. Advised teams on recruitment, scope, and deliverables. Provided code reviews, business evaluations, and direction on feasibility.
- Implemented a new selection process to connect sponsors with student teams, adding 15 affiliate partnerships into the Information Science School, boosting funding and enabling student hires.
- Created a networking event for students to meet with sponsors and secure innovation projects. 75%+ of all capstone projects were converted from student designs to actual features for sponsors' product lines.
- Served as an Entrepreneurial Advisor for 15+ startup internal and external organizations. Student teams launched two startup businesses, raising $50K+ in capital startup funds in less than six months.
- Contributing author for two books, providing research and information on the ecological issues of Native American populations. Focus was on documenting Tribal Stories through digital game creation.
- Sourced and led 25+ sponsored practicum projects (1 qtr. Capstone) for the Master's Degree Program for Spring and Summer quarters.

DETAILED COURSE INFORMATION

Institution	Course Title	# of Qtrs	Program	Curriculum Design	Format

City University	Tech Implementation & Change Management	1	Doctor of Business Administration		Online
City University	Entrepreneurial Finance	1	M.B.A.		Online
City University	Software Test Engineering	1	Master of Science Computer Science	X	Hybrid
University of Washington, Tacoma, Milgard Business School	Business Intelligence	1	Cross- Disciplinary Business Analytics, Center for Business Analytics		In-person
City University	Information Systems	1	B.A in Business		Hybrid
City University	Human Computer Interaction	5	Computer Science	X	Hybrid
U.W. School of Information (iSchool)	Analytical Methods - Information Professionals	1	Master of Science and Info. Tech		In-person Lecture
U.W. iSchool	Capstone 1 – Project Selection	4	Master of Science and Info. Tech	X	Hybrid
U.W. iSchool	Capstone 2 – Project Planning and Execution	4	Master of Science and Info. Tech		Hybrid
U.W. iSchool	Capstone 3 – Project Execution	4	Master of Science and Info. Tech		Hybrid
U.W. iSchool	Practicum Projects for Info. Professionals	3	Master of Science and Info. Tech	X	Online
U.W. iSchool	Interactive Information Visualization	5	Master of Science and Info. Tech	X	All
U.W. iSchool	Visualization Design	1	Master of Science and Info. Tech		In-person
U.W. iSchool	Research for Information Professionals	2	Master of Science and Info. Tech		Online
U. W. Schools of Ecology & Forestry	Environmental Story Telling	3	Bachelor's and Master's in Ecology and Forestry	X	All
Oxford University/ Infinitium Education	Business Model Canvas Creation & Communication	1	Entrepreneuring Bootcamp Certificate	X	Hybrid
Oxford University/ Infinitium Education	Artificial Intelligence I for Entrepreneurs	1	Entrepreneuring Bootcamp Certificate	X	Hybrid
Oxford University/ Infinitium Education	Preparing & Delivering your Pitch to Investors	1	Entrepreneuring Bootcamp Certificate	X	Hybrid

PROFESSIONAL INDUSTRY EXPERIENCE

Microsoft Research – Redmond, WA   **1984 – 2015**

Principal Research Program Manager (2000 – 2015)
Designed a research-based, commercialization and technology transfer program from scratch. Developed relationships between research and product teams, working across 60 areas of computer science across eight global research labs.
- Reviewed, assessed, and evaluated 10K+ new global technology demos and new technology development pitches. Completed 250+ technology transfers from Microsoft (MS) Research into MS product groups, across applications, hardware, programming languages, operating systems, and the cloud.
- Facilitated new technology presentations across universities, conferences, MS field offices and customer locations. Conducted future patent sessions and IP considerations with MS researchers.
- Developed and executed the annual worldwide MS Research technology marketplace exchange to impact Microsoft globally, "Tech-Fest". Evaluated 800+ new technologies each year.
- Negotiated research project timelines, work processes, and costs of technology transfers with potential partners in worldwide research labs. Negotiated IP rights, patent claims and licensing of the final technology.
- Designed, prototyped, field tested, and expanded the industrial research model to collaborate with other research labs globally (e.g. Nokia Research Centers, Toyota, BMW, Ford, Carolinas Healthcare Systems).
- Recognized for outstanding leadership on a Product Engineering team, achieving the Microsoft Eisenhower Award.

Technical Evangelist, Windows Ecosystem (1997 – 2000)
Developed and led a virtual team of 20 Intel and 20 MS Technology Engineers to create an industry-wide guide used by Microsoft to certify a minimum level of functionality for Windows machines built by OEM's.
- Developed and presented new technology demos in conjunction with executive level concept updates from C-Suite and senior executives at Microsoft, for audiences of up to 5,000 attendees.
- Worked with hardware architecture partners to create future one-of-a-kind platforms that demonstrated new capabilities for personal and mobile computing platforms.

Program Manager, Advanced Support Technology (1993 – 1997)
Led a team in building a diagnostic mode into Microsoft (MS) products that decreased support costs; drove creative collaborations with MS Research, Windows, and Office; served as an advanced support technology expert and architect.
- Created technology concepts that led patent claim filings on the Windows update. Filled seven new U.S/International patents and led sessions with MS researchers to create future focused patent claims.
- Developed and completed 80+ usability tests to evaluate supportability in MS Office products.
- Designed and executed the first ever usability testing methodology at Microsoft.

Supportability Program Manager (1993 – 1997)

Created support-oriented design methods, services, and tools; consulted with engineers on the development of diagnostics/supportability projects for MS Office, multi-media products, Windows NT, and Windows.

Regional Site Manager, West Coast Region (1990 – 1993)

Managed an engineering organization of 400+ customer-facing engineers, overseeing 16 direct reports at one of three support delivery sites in the U.S; managed $10M operating/$150M staffing budgets.

Test Engineering Manager, Test Engineer Lead, Test Engineer – Microsoft Office (1986 –1990)

3rd Party Acquisition Quality & Dev Program Manager/Technical Support Engineer, Microsoft Office (1984 –1986)

EDUCATION AND PROFESSIONAL DEVELOPMENT

University of Washington – Ph.D., Information Science

Seattle University – MBA, Leadership and Mgt.

Seattle Pacific University – BA, Accounting & Business

Covey Principled Leadership Training

Tom Peters Skunk Camp Executive Leadership Training

Ignite Entrepreneurship Training – Judge Business School

PATENTS

Patent No 8,612,551; Patent No 6,073,214; Patent No 7,925,718; Patent No 6,327,617;

Patent No 5,845,077; Patent No 5,678,002; Patent No 5,802,526

PUBLICATIONS AND BOOK CONTRIBUTIONS

Contributing author: The Medicine Wheel: Environmental Decision-Making Process of Indigenous Peoples (Native American Studies / Environmental Science): Marchand, Michael E., Vogt, Kristiina A., Cawston, Rodney, Tovey, John D, McCoy, John, Maryboy, Nancy, Mukumoto, Calvin T, Vogt, Daniel J, Mobley, Melody Starya: 9781611863581: Books: Amazon.com

Samantha De-Abreu, Kristiina A. Vogt, Alexa Schreier, Phil Fawcett, Michael E. Marchand, Daniel J. Vogt, Mike Tulee, Wendell George, Lacey Martin, Karen Matsumoto, Teaching holistic environmental thought: A classroom approach, Thinking Skills and Creativity, Volume 46, 2022, 101141, ISSN 1871-1871, https://doi.org/10.1016/j.tsc.2022.101141. (https://www.sciencedirect.com/science/article/pii/S1871187122001432)

Samantha De-Abreu, Kristiina A. Vogt, Alexa Schreier, Phil Fawcett, Michael E. Marchand, Daniel J. Vogt, Mike Tulee, Wendell George, Lacey Martin, Karen Matsumoto; Building Environmental Literacy through Holistic Storytelling Communities as our Source of Knowledge, August 2021, Online Journal of Ecology and Environment Sciences,

Book Chapter Contribution: Marchand ME, KA Vogt, R Cawston, JD Tovey, J McCoy, N Maryboy, CT Mukumoto, DJ Vogt, MSMobley. The Medicine Wheel: Environmental decision-making process of indigenous peoples. With contributions by D Begay, V Buschman, V Corrao, Philip Fawcett, J Gordon, J Hernandez, D Motanic, MPetruncio, P Rigdon, J Tallman, M Tulee, A Schreier, J Sessions, Jaskaran S, JD Wros. Publishers: HEP(China) 2019, Michigan State University Press (March 2020)

Book Chapter Contribution: Karen E. Fisher, Ann Peterson Bishop, Philip Fawcett, Lassana Magassa, InfoMe: A Field-Design Methodology for Research on Ethnic Minority Youth as Information Mediaries, In Book: New Directions in Children's and Adolescents' Information Behavior Research. September 2014.

Karen E. Fisher, Ann Peterson Bishop, Lassana Magassa, Philip Fawcett, Action! Co-designing interactive technology with immigrant teens. June 2014, DOI: 10.1145/2593968.2610488

Book Chapter Contribution: Michael E. Marchand, Kristiina A Vogt, Asep S Suntana, P.A. Roads, Contributing Author – Dr. Philip Fawcett, The River of Life: Sustainable Practices of Native Americans and Indigenous Peoples, October 2013, HEP and De Gruyter

Philip Fawcett, Karen E. Fisher, Ann Peterson Bishop Lassana Magassa, Using design thinking to empower ethnic minority immigrant youth in their roles as technology and information Mediaries, April 2013, Conference Paper, CHI '13 Extended Abstracts on Human Factors in Computing Systems

Karen E. Fisher, Ann Peterson Bishop, Philip Fawcett Lassana, Magassa InfoMe @ Teen Design Days: A multi-disciplinary, design thinking approach to community development, December 2013, Conference: Proceedings of the Sixth International Conference on Information and Communications Technologies and Development: Notes - Volume 2

Jagoda Walny, Sheelagh Carpendale, Nathalie Henry Riche, Gina Venolia, Philip Fawcett, Visual Thinking In Action: Visualizations As Used On Whiteboards, December 2011, IEEE Transactions on Visualization and Computer Graphics 17(12):2508-17, DOI: 10.1109/TVCG.2011.251

PROFESSIONAL AFFILIATIONS

Pacific NW National Labs, Tri-Cities Washington, Technology Transfer Advisory Board Member

International Society for Law and Technology, Board Member

NW Innovation and Entrepreneurial Center, Advisory Board Member

Project Management Technology Trends, Startup Advisor

PM Community Leader for Product, Portfolio, Program, and Project Managers

COMMUNITY WORK & ACTIVITIES

- Volunteer, Homes of Hope (HOH)and Arial Homes (2004 – 2014)
  Co-led or participated in 18 trips to Ensenada, Mexico to work with the CEO and social entrepreneur to design and build new technology solutions for homes, including solar panels and a solar powered fresh-water still. Developed a program evaluation process for HOH leadership to ensure projects met their organizational goals and direction.
- Volunteer, World Vision Lima Peru
- Volunteer, Four Square. Supported technology efforts and funding for medical clinics in central Guatemala.
- Created a participatory design project method for the development of immigrant and refugee youth through Ph.D. work at the University of Washington, 2008 – 2017.
- Pacific Atlantic Coast (PAC) Bike Tours (Three years). Participated in three cross country bicycle rides: 22-24 day bicycle rides from El Paso, Texas to Calgary, Canada; 8-day bicycle ride from Everett, Washington to Sheridan Wyoming; and 3,000 mile, 21-day transcontinental bicycle ride from California to Georgia.