

# BILL PACHECO

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## TEACHING EXPERIENCE

### Babson College Wellsley, MA

#### **Assistant Professor of Practice**

**2024 to Present**

*Develop & deliver course content for Design Thinking, Innovation, Project Management and Operations*

- Project Management (OIM 3509) Fall 2024, Spring 2025,
- DTOF (MSM 6120) Fall 2024
- LEAP (MSM 6120) Spring 2025
- Operations Management (TOM2001) Spring 2025

### HASSO PLATTNER INSTITUTE OF DESIGN AT STANFORD, Palo Alto, CA

#### **Executive Education Workshop Coach**

**2013 to Present**

*Member of a world class team of coaches that lead 4-day, quarterly workshops for executives from many global organizations*

- Coach and inspire small team of participants through the 5 stages of the design thinking process
- Activities include modelling and coaching key behaviors, debriefs and supporting executives as they apply learnings upon their return
- Serve as key collaborator for experimental programs
- Lead designer for their online experience during Covid
- Participated in over 50 workshops utilizing project partners such as JetBlue, Hyatt, GM & Eisai

### BOSTON UNIVERSITY QUESTROM SCHOOL OF BUSINESS, Boston, MA

#### **Adjunct Professor**

**2015 to Present**

*Develop & deliver course content for Product Development & Management, Project Management & Operations Management*

- Project Management (OM 855) Spring 2022, Summer 2016, 2017, 2019, 2021
- Product Design & Development (OM 880) Fall 2023, 2016, 2015
- Operations Management (OM726) Spring 2024, 2023

### TRINITY COLLEGE, Hartford, CT

#### **Innovation and Design Thinking Senior Fellow**

**2018 to 2024**

*Content creator and lead instructor for a unique, recurring 25d post grad program that builds capability for Business Analysts from Infosys.*

- Led team of Trinity faculty and external educators to identify content & define programming that enables B.A.'s to thrive in the digital transformation space and serve clients better
- Program is targeted at an MBA/Exec Ed level & focuses on innovation, critical thinking, business analysis, communications, and leadership
- Lead instructor for design thinking, new product development, project management, tech & policy, and the capstone project. Trained 23 Cohorts to date ~ 650 professionals.

**TEACHING EXPERIENCE** (CONTINUED)**UNIVERSITY OF LJUBLJANA, FACULTY OF ECONOMICS, Ljubljana, Slovenia****Adjunct Professor****2020 to 2023**

- For their MBA program, I co-created an immersive intensive that runs Professionals through a creative problem-solving process utilizing a hands-on & guided approach to creating innovative solutions
- For their International Master Program (IMB), I co-created an intensive focused on building entrepreneurial capabilities & mindsets
- MBA; Summer 2023, 2020, Spring 2022, 2021 -- IMB; Summer 2023, 2020, Spring 2022, 2021

**EXPERIENCE INSTITUTE, Chicago, IL****Facilitator****2022 to 2023**

*Experience Institute workshops are built around real-world application and broke down into meaningful sprints, a clear learning goal, and a project that will bring the lessons to life*

- Facilitator for their Design Thinking, Storytelling, Future(s) Casting & Business Modelling offerings
  - Provide recommendations for higher engagement & better connections to work
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**PROFESSIONAL EXPERIENCE****OPEN UNTIL 8, LLC Raynham, MA****Founder & CEO****2018 to Present**

*Helping companies innovate & be more adaptable*

- Partner with leaders to solve complex challenges and deeply understand their customers
- Accelerate learning by facilitating multi-day innovation workshops and follow-up services
- Leverage internal subject matter experts for high engagement and change adoption
- Provide qualitative, quantitative and competitor landscape services
- Clients include Pathward, AssetMark, Tet, Emprise Bank, Trinity College, Voya & more!

**KEURIG DR. PEPPER, Burlington, MA****Senior Director of Consumer Design****2017 to 2018**

*Stood up a center of excellence in design to position Keurig as the leader and routine innovator in the market. Set vision and provided leadership, management, and budget responsibilities*

- Built competence and capacity through an internal/external design operating model. Hired internal team and selected design agencies to support ID, UI/UX, Design Research and Adv. Eng. activities
- Enabled an attribute leadership strategy. Defined methodology, tools, and process to lead in aesthetics, craftsmanship, ease of use and performance attributes
- Activated innovation through co-leading a squad focused on growth territories. Led several projects that explored adjacent markets, built up idea funnels and product pipelines
- Established a consumer centered design culture by training and promoting design thinking processes

**CYBEX INTERNATIONAL**, Medway, MA**Director of Engineering and Product Design****2010 to 2017**

*Developed vision, roadmaps and product definition for fitness equipment and connected (UX) services. Provided engineering leadership for a 25-person software, electrical, mechanical and test engineering team*

- Led 3<sup>rd</sup>-party Industrial Design, UX teams and supply chain partners (US and International) that widened innovation potential and got to market faster
- Served as subject matter expert in the Design Thinking Methodology. Introduced and trained across the corporation
- Got to market with several physical and digital products that added value across a broad range of stakeholders within the gym eco-system
- Helped gain consensus with product direction by facilitating discussions with core stakeholders by examining topics such as visual brand language (VBL), form vs. function and overall value proposition

**Director of Engineering****2005 to 2010**

*Executed product strategy with cross-functional development responsibility from concept through launch*

- Collaborated with development managers to plan releases and make scope versus timeline decisions
- Managed alpha, beta, and pilot release process, ensuring product stability and usability
- Led or participated in competitive reviews and tear down analysis.
- Collaborated with domestic and international suppliers on component and assembly design.

**Manager of Mechanical Engineering****2001 to 2005**

*Executed product strategy for the mechanical and test engineering functions*

- Budget, resource planning and talent development responsibilities
- Led the cross-functional development projects and balanced both creativity and rigor to delivery compelling products to the market
- Pioneered concurrent engineering efforts to design for manufacturing and supply chain optimizations early in the development cycle

**Manager of Manufacturing Engineering****1992 to 2001**

*Developed operational and quality strategies for the Medway, MA plant*

- Introduced several lean manufacturing methods to the company resulting in the doubling of output with no increase in workforce size.
- Lean initiatives include establishing one piece flow in assembly, cellular manufacturing, SMED, Poka-Yoke tooling, standardized work plans and 5s+1.
- QA responsibilities including supplier performance, product audits and component inspection.

**Lab Engineer****1990 to 1992**

*Developed and executed lab tests for the product development functions*

**TILLOTSON RUBBER COMPANY**, Fall River, MA**Process Engineer****1989 to 1990**

*Evaluated processes and designed production equipment*

- Designed a machine that integrated into the surgical glove process line to automatically roll the bead at the end of the glove. This resulted in less labor, more consistent quality and a reduction in carpal tunnel safety incidents.

**EDUCATION AND PROFESSIONAL DEVELOPMENT**

**Bachelor of Science**, Mechanical Engineering, University of Massachusetts-Dartmouth - 1989

*Leading Innovation* - Harvard Business School Exec Ed - 2007

*New Product Design* - MIT Sloan School of Management - 2008

*Product Experimentation Sprint* - Section 4 - 2021

*Designing High Impact Solutions* - MIT design - 2022

*Certified Design Thinking Facilitator* - Hasso Plattner Institute of Design at Stanford - 2013

*Digital Transformation: Leading People, Data & Technology* - Berkeley-Haas - 2018

*Teaching with Cases: Engage, Energize, and Challenge Your Students* - Harvard Business Publishing - 2023

**PATENTS**

**Handle** US USD625372 S1 Issued Oct 12, 2010

**Console for exercise apparatus** W020131172855A1 | Publication November 11, 2021

**Display screen or portion thereof with graphical user** D921012S1 | Publication June 1, 2021

**Display screen with graphical user interface** D915,425S1 | Publication June 4, 2021