

## KONRAD KNELL

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### Experience

2000-present

#### **BLUE SUMMIT**

Larkspur, CA; [www.bluesummit.net](http://www.bluesummit.net)

##### **Principal**

Built an independent strategy consulting practice. Pioneered methods of bringing graphic facilitation, collaborative group process, and leadership development into strategic planning. Developed tools and processes to create strategy that is integral, sustainable, and visionary. Recent clients include Adobe Systems, the California Highway Patrol, GE Medical Systems, Hewlett Packard, Levi Strauss, Microsoft, the National Park Service, Swift Newspapers, several non-profits and industry associations, and the Keystone Dialogue on Global Climate Change. Often team with the Grove Consultants International and other network partners to serve clients.

- Designed and facilitated collaborative processes to develop visions and strategies that are inspiring, clear, and grounded in action. Processes include Strategic Visioning, Strategy Mapping, Story-Mapping, and Personal Visioning.
- Projects have produced results such as the doubling in size of a business unit through an integrated, customer-focused vision, expanded service offerings at a worldwide consulting business by incorporating Strategic Visioning, a new values-based culture and integral vision for a fast-growing technology company, and an innovative new process for generating product marketing ideas.
- Train and coach individuals and groups to be more effective leaders. Teach Strategic Visioning, Strategy Mapping, facilitation, portfolio management, and several leadership development and team-building models (Team Performance Model, Enneagram, and Myers-Briggs).

1990-2000

#### **STRATEGIC DECISIONS GROUP (SDG)**

Menlo Park, CA; [www.sdg.com](http://www.sdg.com)

##### **Principal**

Consulted to large global clients of this \$70 million strategy consulting firm in strategy development and technology portfolio management. Directed the development of large-scale creative business strategies in many diverse organizations, including Bristol-Myers Squibb, Boeing, Chevron, General Motors, Monsanto, Pfizer, Proctor & Gamble, and Sequent Computer Systems.

- Designed and led processes in strategy formulation, decision-making, idea generation, and R&D portfolio management. Led consultant teams and taught executive seminars. Developed and managed client relationships, bringing over \$2 million in business annually to the firm.
- Projects have produced results such as revolutionary new biotechnology products, a highly successful four-company joint venture to develop a nationwide navigation and communication system, innovative new methodologies for generating consumer product concepts, and integrated therapeutic area strategies in pharmaceutical companies.
- Extensive training and experience in decision and risk analysis, involving decisions such as product commercialization strategy, technology rollout, R&D portfolio optimization, foreign sourcing, and consumer decision-making.

1984-1988

#### **COMARCO, INC.**, an engineering services firm **Project Manager, Marketing Manager**

Anaheim, CA; [www.comarco.com](http://www.comarco.com)

- Led teams of engineers serving the aerospace industry. Managed a multi-year, \$3 million contract to provide software documentation services for Lockheed's Advanced Tactical Fighter Program.
- Planned and implemented marketing activities for the Software Services division.

### Education

1988-1990

#### **STANFORD GRADUATE SCHOOL OF BUSINESS, M.B.A.**

[www.gsb.stanford.edu](http://www.gsb.stanford.edu)

1980-1984

#### **HARVARD UNIVERSITY, A.B. cum Laude, Biology and Psychology**

[www.harvard.edu](http://www.harvard.edu)

### Personal

Outdoor sports and travel enthusiast. Avid student of yoga, meditation, Eastern philosophy, and Western psychology. Pro bono consultant to select non-profit organizations.