



# Scott Daigger, MBA, PSM, NPDP

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## Education

MBA, Entrepreneurial Management, University of Wisconsin-Madison, 2007

BBA, Management and Human Resources, University of Wisconsin-Madison, 2002

## Training and Certifications

Professional Scrum Master I Certification, 2019

Quick Base App Builder Certification, 2019

Google Analytics Individual Qualification Certificate, 2019

Hubspot Inbound Certificate, 2019

New Product Development Professional Certification, 2016

Human Centered Design, LUMA Institute, 2016

## Technical Skills

HTML

CSS

JavaScript / jQuery

Bootstrap / Flexbox

WordPress

Quick Base

Adobe Illustrator

Adobe Photoshop

Figma

Google Analytics

WooCommerce

MailChimp

## Areas of Expertise

Leadership

Project management

Entrepreneurship

Innovation

Product development

Web Development

Requirements gathering

Lean startup methodologies

Ecommerce

Human-centered design

## Summary

Web developer with deep experience managing complex projects and cross-functional teams in startup and corporate environments. Expertise in driving software development, new product development, business development, e-commerce, and innovation.

## Professional Experience

### **Buddy Web Design & Development, Grand Rapids, MI**

Buddy is web development company offering web and e-commerce solutions developed from scratch or with existing content management and e-commerce platforms.

#### **Owner, Manager**

**2019 - Present**

- Provide freelance and contract services for web development and e-commerce initiatives
- Consult with clients to understand project requirements and develop a vision an appropriate technology solution
- Utilize various web platforms and languages to develop and deliver custom web solutions

### **Spectrum Health Innovations (SHI), Grand Rapids, MI**

Spectrum Health is one of the nation's top-rated healthcare systems with over 31,000 employees and 14 hospitals across western Michigan. SHI is Spectrum Health's innovation, new product development and technology transfer team.

#### **Senior Project Specialist, SHI**

**2018 - 2019**

- Business lead for \$3.5 million executive-approved initiative to launch a system-wide, internal 3D-printing lab for medical purposes. Developed proposal and business plan, consulting with executives, physicians, and other key leaders to evaluate business and clinical merits; equipment, budget and staffing needs; and legal, regulatory, and operational implications. Tracking toward 2020 launch.
- Lead front-end innovation efforts for 3-year, \$727,000 medical device development grant in partnership with Grand Valley State University and Kendall College of Art & Design. Lead top-down opportunity analysis and evaluation to identify the most promising areas of opportunity for new medical technology development.

#### **Manager, Innovation and Entrepreneurship, SHI**

**2014 - 2018**

- Led team of 6 direct reports, including business, engineering, and clinical professionals, in the exploration, design, development, and launch of new health care products, technologies, and software
- Managed Spectrum Health Innovations' project portfolio, including over 1,200 new ideas annually and 10-20 concurrent development projects
- Project portfolio included technologies that earned over \$198,000 in grant funding, a new product independently valued at \$1.95 million during clinical trials, a software/service start-up independently valued at \$8 million entering Series A investment round, and a product with a

successful Kickstarter campaign

- Championed 11 license agreements and 5 startup launches
- Mentored startup teams that have earned over \$96,000 in business plan contests, winning or placing 17 times
- Led growth of annual idea intake by over 2,000% in four years
- Oversaw business plan development and project plan execution for a wide variety of projects, with stakeholders ranging from front line staff to key physicians and organizational leaders
- Built and managed robust project-tracking database with Quick Base

**Product Commercialization Manager, SHI**

**2010 - 2014**

- Worked with Spectrum Health physicians, leaders, and staff to assess, develop, and launch new healthcare technologies and products, regularly managing 15-25 projects consecutively
- Developed relationships with potential technology licensees, pitched concepts for new technologies, and negotiated and executed license agreements
- Developed, coordinated and facilitated internal workshops and online education efforts to educate physicians and staff on innovative thinking and innovation process
- Managed development, content creation, launch, and maintenance of Spectrum Health Innovations website

**Sandbox International, LLC / DollarAnswer.com, Madison, WI**

Market research and new product development firm that helped organizations drive innovation by facilitating dialogue and creative ideation with their target consumers. Pivoted to an online business model.

**Co-Founder/Owner**

**2007 - 2010**

- Generated six-figure revenue and positive net profit in first 18 months of business launch
- Oversaw launch of company, business development, sales, project management and operations
- Hired and managed team of employees, independent contractors, interns, and service providers
- Managed developer team in the creation of Sandbox website, online screening tools, consumer database and user tracking tool; as well as DollarAnswer.com market research platform
- Built from scratch a database of over 16,000 consumers nationally for participation in market research
- Facilitated in-person research and ideation sessions, as well as innovation training sessions

**Wisconsin Angel Network, Madison, WI**

Public/Private organization dedicated to connecting Wisconsin entrepreneurs with early-stage investors.

**MBA Intern**

**2006**

- Worked with Wisconsin Angel Network director to develop the Wisconsin Angel Network's regional influence and promote early-stage investing throughout Wisconsin
- Developed and launched ePlan, a rich-media based service used to facilitate entrepreneurs' solicitation of early-stage investments
- Developed and executed client research study involving 500 entrepreneurs
- Maintained and updated organization website using HTML and content management system

## **Involvement & Achievements**

- Business Plan Judge, MWest Business Plan Contest, 2014, 2016, 2017, 2019
- Business Pitch Contest Judge, Jump Start Weekend, 2018
- Speaker, American Association of Critical Care Nurses, National Teaching Institute and Critical Care Exposition, 2017
- Speaker, Stryker Medical Connect & Collaborate event, 2016
- Board of Advisors, MIT Enterprise Forum, Great Lakes Chapter, 2012 - 2013
- Business Plan Judge, GLEQ (Great Lakes Entrepreneur Quest) Business Plan Contest, 2012
- 2nd Place, Wisconsin Governor's Business Plan Contest; Sandbox International, LLC, 2009
- Madison InBusiness Magazine 40 Under 40, 2008
- Co-President, University of Wisconsin-Madison Entrepreneurship Association, 2006