

Rachel Happen

Experience

Baffledazzle — Adventure-in-a-Box Jigsaw Puzzles 2013–Present
Founder

- Crowdfunded \$14k to purchase CO₂ laser engraver for educational jigsaw puzzle company.
- Researched, designed, and developed challenging puzzles for adults to promote discovery and self-guided learning.
- Partnered with overseas factories to manufacture custom packaging and acquire value-add extras: dice, shells.
- Established e-commerce business, marketed to wholesale and individual consumers, started custom service.
- Sourced raw materials, negotiated bulk pricing, set manufacturing schedule to maximize material efficiency.
- Mastered vector-based design for laser applications and CO₂ laser cutting/etching of wood, paper, acrylic, wool.

Cornell University — Executive Education in Design Thinking 2013–Present
Coach

- Coached executives in design thinking methodology for rapid creative prototyping; clients include AARP, Google.
- Facilitated empathy-driven ideation workshops that prioritized user experience at every stage.
- Recruited and briefed ground-level users to test workshop ideas in real time, give feedback to executive teams.
- Developed multimedia, client-customized resources and assisted Lead Coach with business development efforts.

SYPartners — Culture & Brand Consulting 2012
Strategy Intern

- Joined diverse team of seven to frame key themes, write case studies, and build a custom environment for a leadership summit of top executives from a Fortune 25 finance firm.
- Curated inspirational materials and creativity exercises at C-suite off-site for a top women's fashion firm.
- Collaborated with tech client to build innovative CRM tool, ensuring execution aligned with strategic objectives.
- Used storytelling to present contemporary strategic trends to new client strategy group in search of vision.
- Collaborated with designers and production artists to create print, digital, and 3D media for clients.

BR Consulting at Cornell — Student-Run Strategy Consulting Firm 2011–2013
Director of Business Development

- Independently recruited 11 paying clients, from bootstrapped start-ups to firms with several million in revenue.
- Scoped projects that delivered strategic value to clients and provided an achievable challenge for first year MBAs.
- Led two teams of four consultants to build client relationship, execute work plan, and present deliverables.
- Refined model side-by-side with client to include risk preferences, internal capabilities, and creative flexibility.

semifold — Experiential Products for Curious People 2009–2013
Co-Founder

- Launched start-up to translate movement experiences into conceptually-innovative clothing and footwear.
- Developed mission driven business model, focused on grassroots product exposure and diverse customer profiles.
- Combined education and trial and error to manage sourcing, manufacturing, logistics, and sales functions.
- Successfully sourced, funded, and imported 7000 units of diverse product from China, India, and Pakistan.

Education

Cornell University — Johnson Graduate School of Management 2011–2013
Master of Business Administration — GPA 3.99

- Johnson Leadership Fellow: Led two teams of 5 first-year MBAs, coached personal development, communication.
- Forté Fellow: Scholarship for promising women exhibiting exemplary leadership.
- Paid Seminar Instructor for Management Cases: a preparatory class for aspiring consultants.

University of Utah — David Eccles School of Business 2008–2011
Bachelor of Science in Entrepreneurship — GPA 3.96

- Summa Cum Laude, Full Tuition Scholarship, Presidential Ambassador for Executive-level fundraising events.

Personal & Community

- Struggling mightily to overcome twelve years of ballet training and become a respectable hip hop dancer.
- Working on my rain tolerance for the day I can retire my umbrella and become a true Portlander.
- Tutored practical English speaking, reading, and writing skills for Spanish-speaking job seeker through SEWorks.
- Served as Board Member and Strategy Consultant for The Community Foundation of Tompkins County.