

Gabriel "Gabe" Ashley Post

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Gabe Post is a **research & strategy leader** ready to mentor and grow a team, after years of experience both leading cross-functional teams (director) and as a hands-on researcher and strategist (principal).

EXPERIENCE

Teague | Principal Strategist | April 2021 - present

- Lead market, user, and trends research, synthesizing into insights, opportunities
- Bring clarity to complex problems through frameworks, system / journey mapping
- Partner with stakeholders to clarify problem space, mine insights, vet opportunities
- Collaborate with creative team to synthesize findings and conceptualize solutions

Artefact | Senior Director, Strategy | Sept 2019 - June 2020

- Plan, sell, and direct programs with strategic foresight to Big Tech clients, start-ups
- Serve role of program manager + creative director + IC lead: researcher/strategist

Microsoft | Director, Next Experiences (PM) | Sept 2017 – March 2019

- Served as product strategy catalyst, synthesizing, clarifying, and storytelling how business, marketing, finance elements manifest into future Surface product(s)
- Served as product liaison and cross-Microsoft influencer, aligning the Surface engineering team to marketing, research, design, finance, and partner services

Microsoft | Director, Strategy & Planning | Oct 2016 – Sept 2017

- Directed activities to understand target customers, industry categories, competitive landscape, and portfolio/financial factors for the Surface product portfolio
- Hired, mentored and grew a team of 4 product planners, and an MBA intern

PMI (acquired by HAVI) | Director, Insight | Aug 2015 – Oct 2016

- Led 6-figure research programs for M&A advisory on behalf of the Board & CEO
- Defined and executed user and market research programs for brand/SBU leads

PMI (acquired by HAVI) | Director, Innovation | Oct 2012 – Aug 2015

- Developed the iconic Starbucks reusable cup, and led design of variants sold today (>100m units sold to date, top volume Starbucks retail product for >10 years)
- Founded the SUSTAIN brand, sold-in to Target, Walmart, and >250 independents
- Hired team (sales, operations), managed vendors (consultants, contractors, agents)

frog design | Principal Strategist | June 2007 – June 2012 (+2016, 2019 as contractor)

- Led business factors research for product strategy in design innovation programs
- Led Samsung flagship mobile devices program for the Galaxy/Note devices
- Lead strategist on frog's largest account: AT&T, spanning all consumer services
- Aided 4 VP's of strategy in the role and offering of strategy in a design agency

Yahoo | Product Marketing Manager

Idealab | Product Design Engineer

NASA JPL | Research Scientist

SKILLS

Research

Qualitative research, quantitative integration, contextual inquiry, surveys, segmentation, trends research, insights

Strategy

Strategic opportunities, market / industry dynamics, competitive analyses, business frameworks, positioning, roadmapping

Design

Storytelling, scenarios, product definition, conceptual mapping, ideation sketching, workshop facilitation

Leadership

Project management, planning, client relationship management, executive presentations, business development, proposals

EDUCATION

Stanford Graduate School of Business (GSB)

Business Administration
MBA

Stanford University

Product Design
MFA/MSME-PD

California Institute of Technology (Caltech)

Mechanical Engineering,
Applied Science BS

Occidental College

Liberal Arts BA, Physics AAB