

# **Suzanne Stein**

**Innovation Professor at OCAD U**

Toronto, ON, CA

Suzanne Stein is an advisor for IDEABOOST.

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## **Biography**

She comes to OCAD from SMARTlab in the UK where she was Deputy Director and Principal Research Fellow in Technology Futures. She also works with the CFC Media Lab where she holds a Faculty post. She was formerly a member of Nokia's Insight & Foresight group, which studied emerging trends and identified new business opportunities created by disruptive technological and market developments.

Previously at Sapient Corporation, a business and technology consultancy, Suzanne was the Discipline Lead for the Experience Modeling (XMod) group in London, where she created and managed this group of diverse social scientists. She was also a Director in the User Experience Group, overseeing Creative development and articulation as well as the Research offerings. Prior to this, she was the Director of Insights and Director of Project Management at Xcorporation, a communications and design firm. Suzanne is a PhD candidate at the London School of Economics and founder of the research company, Everyday Life. She was also the Canadian juror for the UN Task force, the World Summit Awards and has held Mentorship positions with the Interactive Project Lab and various advisory boards.

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## **Industry Expertise**

Internet, Research, Corporate Leadership, Design, Advertising/Marketing

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## **Areas of Expertise**

User Experience, Interaction Design, New Media, Experience Design, Business Strategy, Information Architecture, Leadership, Strategic Planning, Content Development, Research Design

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## **Affiliations**

Everyday Life : Founder, Institute Without Boundaries : Workshop Leader, WSYA : Facilitator

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## **Event Appearances**

Sheela Basrur Symposium

TOPHIC 2015

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## **Education**

University of Toronto

Professional Certificate New Media Management and Implementation

**University of Sussex**  
M.A. Culture and Media Studies

**McGill University**  
B.A. (Hons.) Culture and Communications

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