

# Tony Dang

INNOVATION & TRANSFORMATION LEADER · REVENUE ARCHITECT

## SUMMARY

**Innovation and transformation leader with 15+ years** orchestrating \$50M+ in enterprise value by transforming innovation R&D from a cost center into a primary P&L driver for global Fortune 500s. Pioneered **"Innovation-as-a-Service"** at LTIMindtree, generating **\$10M+ in incremental revenue** by converting complex digital strategy into commercial prototyping and compressing enterprise sales cycles from 9 months to under 12 weeks. Led **\$100M+ in M&A technology due diligence** across three acquisitions; delivered 4 disruptive POCs in 8 months on the P&G Co-Innovation Charter; reduced global service friction by 32% across Estée Lauder's 100K+ employee operation. A "Maverick" operator pairing 0-to-1 founder instinct (Thread Mechanics: 330% growth, 160+ accounts) with the rigor of global executive governance. Parsons M.S. Strategic Design, 4.0 GPA; MIT-certified in Applied Generative AI.

## CORE COMPETENCIES

**Strategic Innovation:** Innovation-as-a-Service (IaaS) · Corporate R&D Operating Models · Portfolio Strategy · CVC Alignment  
**Enterprise Transformation:** Digital Strategy · Innovation Operating Models · Change Enablement · Global Program Leadership  
**Commercial Architecture:** Revenue Modeling · P&L Management · Pricing Strategy · Deal Structuring · Capital De-risking  
**Strategy & Advisory:** C-Suite Advisory · M&A Technology Diligence · Post-Merger Integration · Board-Ready Storytelling  
**Design & Venture:** Human-Centered Design Strategy · Service Blueprinting · 0-to-1 MVP Launch · GTM Strategy · Founder-Mode Execution

## PROFESSIONAL EXPERIENCE

### Engagement Director, Experience Innovation & Strategy

Nov 2022 – Sept 2025

LTIMindtree · New York, NY

Recruited to transform a traditional Digital Strategy unit into a revenue-generating commercial engine for global Fortune 500 clients.

- **The \$10M Revenue Engine:** Pioneered the firm's "Innovation-as-a-Service" model, converting traditional digital strategy consulting into commercial prototyping that directly generated \$10M+ in incremental revenue.
- **M&A Technology Due Diligence:** Led \$100M+ in technology diligence across three acquisitions (BrandMuscle, SproutLoud, Ansira), mapping complex ecosystems, identifying revenue synergies and technical debt, and authoring the post-merger consolidation strategy and future-state platform architecture.
- **P&G Co-Innovation Charter:** Orchestrated a cross-functional team to deliver 4 disruptive POCs in 8 months, translating business logic into AI-driven agentic workflows; secured long-term contract renewals.
- **Sales Cycle Acceleration:** Deployed "Simulation Workshopping" for enterprise clients, compressing complex deal cycles from 9 months to under 12 weeks by visualizing technical feasibility in real time.
- **Toyota Manufacturing North America:** Championed a digital-native platform transformation that reduced operational dependency on legacy infrastructure, saving approximately \$14M per manufacturing location annually.

### Principal Consultant, Experience Transformation

Mar 2022 – Oct 2022

Wipro Technologies / Estée Lauder Companies · Remote

- **Global Friction Reduction:** Designed enterprise-level service blueprints that served as the architectural source of truth for automation, reducing operational friction by 32% and saving \$1.5M annually in service costs.
- **Executive Alignment:** Facilitated "Art of the Possible" workshops across 28 ELC brands, aligning cross-functional leadership on a unified EX transformation roadmap and delivering a 24% improvement in global service delivery.
- **Employee Experience Strategy:** Formulated an EX transformation roadmap that lifted employee satisfaction by 28% and established behavioral and process improvements adopted across all ELC global brands.

### Sr. Director, CX Strategy

Jun 2021 – Feb 2022

The Marketing Store / McDonald's National · Greater Chicago Area

- **Strategic Growth:** Led the agency's first large-scale CX research initiative for McDonald's National, generating \$170K in incremental revenue and expanding project scope by 18%.
- **Adoption & Prototyping:** Directed design and testing of digital customer experiences, boosting user adoption by 29.8% via proprietary CX measurement and journey testing tools.

- **Consulting Efficiency:** Created proprietary measurement tools that enhanced internal consulting efficiency by 40%.

## ENTREPRENEURIAL PURSUITS

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### CEO & Co-Founder

**Thread Mechanics** Jun 2016 – Aug 2019

Scaled to 330% YoY growth and 160+ accounts by architecting automated operational workflows and repeatable GTM systems.

### Principal & Founder

**Xclusive Identity Design Studio** Apr 2013 – Mar 2016

Scaled an 80+ client portfolio delivering multi-channel campaigns that drove 21% ROI; culminated in a successful acquisition.

## LEADERSHIP & ACADEMIC APPOINTMENTS

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### Advisory Board Member

Dec 2024 – Present

**Connectd** · London, UK

- Advise early-stage founders on scaling operations and aligning product architecture with growth strategy.

### Adjunct Professor, Strategic Brand Management

May 2021 – Jun 2022

**Thomas Jefferson University** · Philadelphia, PA

- Developed and taught a graduate Strategic Brand Management curriculum integrating human-centered design; achieved 98% student satisfaction.

### Strategy Director

Jun 2020 – Feb 2021

**Parsons Entrepreneurial Lab (ELAB), The New School** · New York, NY

- Implemented a 7-point data-driven brand strategy leveraging systems thinking, increasing engagement by 27% and newsletter subscriptions by 32%.

## EDUCATION

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### M.S., Strategic Design & Management (4.0 GPA)

2019 – 2021

**Parsons School of Design, The New School** · New York, NY

Business Model Innovation · Systems Thinking · Disruptive Innovation

*Parsons Provost Scholarship · University Scholars Award*

### B.S., Multidisciplinary Studies

2005 – 2010

**West Virginia University** · Morgantown, WV

Entrepreneurship · Communication Design · Advertising Strategy

## CERTIFICATIONS & TOOLS

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**Certifications:** Applied Generative AI for Digital Transformation (MIT, 2024) · GenAI Overview for PMs (PMI) · Responsible AI, Intro to LLMs (Google)

**Tools:** Claude · ChatGPT/OpenAI · Gemini · Figma/FigJam · Mural/Miro · Adobe CC · AEM · Jira · Notion