# JONATHAN DARSEY

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I am a PhD student at the Sam Nunn School of International Affairs, Science, & Technology at the Georgia Institute of Technology. My goal in undertaking the PhD is to join the growing multidisciplinary group of scholars working to apply geospatial and other computer-assisted analytical techniques to the complex economic, political, cultural and social challenges faced by underdeveloped countries. My work at Georgia Tech will help me to integrate my 25+ years of experience as a global business strategist and significant experience in corporate, academic, and non-profit leadership with intensive study of the fields of international relations, public policy, and political science. I am particularly interested in identifying highly targeted economic development approaches that apply insights from geospatial analysis, business strategy, and academic research on innovation and economic growth.

Previously, I helped senior healthcare and corporate professionals develop advanced global business capabilities as the Associate Dean for the Executive MBA (EMBA) program for the Goizueta School of Business at Emory University, one of the top 25 EMBA programs in the world. Prior to joining Emory in 2012, I held a number of increasingly significant roles within global consultancies, culminating with his role as a senior partner in Accenture’s Strategy Consulting Practice. In this role, I focused on providing brand and corporate strategy advice to clients in the global Pharmaceutical industry, leading engagements with leaders from top-20 pharmaceutical companies in North America, Europe, South America and Asia. I also have significant experience in non-profits serving disadvantaged groups within the Atlanta community. I have served for seven years as an active board member, as well as Board Chair, for Living Room, the lead non-profit in North Georgia for housing solutions for people living with HIV/AIDS, and I began my career as a bi-lingual social worker at the Latin American Association in Atlanta.

My academic background includes a Masters of International Service, focusing on economic development, from the School of International Service at American University (2016), an MBA with Distinction in business strategy from Cornell’s Johnson Graduate School of Management (1999), a Bachelor of Arts in economics from Davidson College (1990), and Thomas J. Watson Foundation Fellowship (1991). I anticipate earning my PhD at Georgia Tech by 2020.

## WORK EXPERIENCE

**GEORGIA INSTITUTE OF TECHNOLOGY, SAM NUNN SCHOOL OF INTERNATIONAL AFFAIRS,**

Atlanta **2016 - Present**

*PhD Student, Science, Technology, & International Relations*

Student focusing on international political economy and comparative politics, with a minor in Geospatial Analysis.

**EMORY UNIVERSITY, GOIZUETA SCHOOL OF BUSINESS**, Atlanta **2012 – 2015**

*Associate Dean, Executive Masters of Business Administration (EMBA) Programs*

Responsible for the design, delivery and marketing of two Executive MBA formats in the top 20-rated Goizueta Business School at Emory University. In this role, I oversaw ~$8.4M revenue / $2.5M spend and a 5-person staff serving over 150 executive students per year. I also served on Admissions Committee, interviewing all potential accepts to the program, the Dean’s Senior Staff Committee, EMBA Program Committee and the Globalization Committee for the School. I served as liaison to faculty, marketing, career management center and alumni relations, and I was the face of the Program to external audiences (corporations, alumni and external groups). Selected accomplishments include:

* Drove creation and implementation of new, 20-month Weekend Executive MBA format that was implemented in Fall 2012. Design work included selection and sequencing of course work, creation of new Management Practice and Leadership Practice co-curricular tracks, development of a mid-program immersion (in conjunction with Washington Campus) and the redesign of the international immersion into a capstone course for the entire curricular and co-curricular learning that students experience in the program.
* Partnered with the CIO of the school to develop and deliver a new, integrated technology solution for the EMBA program delivered through a school-managed TabletPC. Solution incorporates common interface to access all course content and discussions, as well as collaboration tools, a full Office suite and additional software required by the program.
* Developed and delivered highly successful new Concentration in Healthcare Management, which attracted over 60 high performing alumni in the Healthcare Community to a four weekend seminar on the application of business tools to the transformation of the US Healthcare system.
* Led design and delivery of new co-curricular programming for the Program, including Management Practice (developing strategic consulting process skills to help students solve complicated business problems), Management Communications and the creation of capstone projects in Terms 4 and 5 of the Program. Led or co-led delivery of much of the associated content to the redesign, including Management Practice and a newly redesigned capstone Global Business Practice experience (2 week trips included South Africa, China, Vietnam, Hong Kong, Peru, Brazil, Argentina, Chile, Turkey & Czech Republic to date).

**ACCENTURE**, Atlanta **2005 – 2012**

*Partner, Accenture Management Consulting*

Responsible for sales and delivery of ~$5M (each) annually in pharmaceutical sales & marketing strategy consulting projects; as part of this role, served as strategy lead on one of Accenture’s largest global pharmaceutical clients. Also responsible for the development and management of the North America Management Consulting Development Program, where all consulting analysts in North America are deployed for their first two-three years at Accenture. Promoted to Partner from Senior Manager in mid-2007.

# Service Line Lead, North America Management Consulting Development Program (MCDP) *2009 - 2011*

* Drove all design and development activities for the creation of the Management Consulting Development Program, a new practice that included all management consulting analysts designed to drive development of their core consulting skills in the first three years with Accenture. Led core team of fourteen full and part time resources creating the business case for the program and defining recruiting standards / process, compensation levels and training requirements, as well as change management activities required to implement the program.
* Ran ~600 person MCDP group responsible for approximately $140M in revenue, supported by full time team of six HR resources and part time team of seven location leads in US and Canada.
* Worked with outside diversity consulting company to design and pilot a program to increase the success rate of diversity candidates in the MCDP recruiting process, as well as to improve the success of current diversity employees.
* Served as one of six partners advising Accenture Learning in the development of the content and teaching guides for two core global training modules (Structured Communications & Issue Based Problem Solving) for consulting analysts. Taught initial conducts of these modules at Accenture’s global Management Consulting University, then served as trainer for other faculty candidates for the courses.

**Select Client Engagements:**

**Rx to OTC Product Switch Process Design, Multiple Top 10 Pharmaceutical Companies (Switzerland)**

* Led teams assessing the feasibility of the switch of Rx products to OTC status in multiple geographies. Also led teams designed the Rx to OTC switch process itself, including identifying optimal timing of potential switches, the processes to manage the switch process and the interdependencies and governances of key decisions across divisions.

# Complex Program Management, Brand Strategic Support Team, Top 10 Pharmaceutical Company (US)

* Led team of 8 Accenture consultants working over 48 months on 25+ innovative brand projects, spanning strategy to implementation and change management. Worked across all functional areas of brand team. Results included design and delivery of the Brand’s Regionalization model, market sizing and customer segmentation based on primary and secondary data sources, the creation of a new targeting and segmentation schema based on physician access paired with primary market research, and industrialized analytics for the brand. Resold program three times as many years due to high client value delivered despite significant cuts in consulting spend each year across the Commercial business.

# Product Launch Strategy & Operations Support, Multiple Brands, Multiple Top 10 Pharmaceutical Companies (US, Canada)

* Led multiple teams supporting pre-launch products in a variety of projects. Projects included assessment of product launch readiness using Accenture’s proprietary Product Launch Readiness Assessment, developing integrated product launch plans, and performing strategic analysis for product strategy, sales strategy and sales force sizing.

# Commercial Learning Assessment and Organization Design, Top 10 Pharmaceutical Company (US, Canada)

* Led assessment of current state of sales training organization for a top 10 pharmaceutical company in order to streamline processes, identify headcount reduction / outsourcing opportunities and increase efficiencies. Designed new, streamlined organization to deliver all learning needs across sales and commercial operations. Identified several million dollars in cost savings while increasing the effectiveness of all learning delivered.

# Market Assessment Support, Top 10 Pharmaceutical Company (US)

* Led support for the development of new marketing strategy for a blockbuster respiratory product at a top 10 pharmaceutical company. Work included market sizing, segmentation and product positioning for a significant line extension of the core product, as well as research with thought leaders and internal stakeholders on how to best position products in the franchise before launch of the line extension.

# Product Sales Accelerators, Multiple Brands, Multiple Top 20 Pharmaceutical Companies (UK, Germany, Netherlands, France)

* Led cross-functional teams (sales, marketing, operations and company leadership) to identify specific accelerators to increase sales on lagging brands. Determined specific strategic and tactical steps, including changes in core messaging as well as specific sales tactics, that resulted in increases of 3% - 5% in top line sales.

**WEBMD**, Atlanta and New York **2004 - 2005**

*Director of Strategic Accounts, Wyeth Pharmaceuticals*

* Responsible for all aspects of account planning, sales and delivery of a $10M book of business at the second largest account for the company. Coordinated team of over ten individuals across sales, marketing, operations and editorial to develop and deliver plan. Responsible for results to VP of Strategic Accounts and CEO.
* Provided as needed interactive strategy consulting support to pharmaceutical brands using the WebMD network for both consumer and professional promotion and education.

**CAPGEMINI (formerly Ernst & Young Strategic Advisory Services)**, Atlanta **1999-2004**

*Strategy & Transformation Practice, Manager*

Responsible for ~$3M in sales and $4M in delivery across multiple engagements in the US and Europe. In last role, was North America Account Lead for Aventis Pharmaceuticals, with responsibility for relationships with CEO, CMO, COO and the other members of the Executive Leadership Team.

# Core Faculty, Global Management Consulting Training for CapGemini / E&Y Integration (France)

* Helped develop new unified training for all CapGemini and E&Y strategy consulting professionals.
* Delivered training for six months to professionals from around the globe at CapGemini’s Paris headquarters.

# Select Client Engagements: Global Product Launch (US, EU, Japan)

* Led multiple global product launch program teams ranging from the idea creation phase and definition of product requirements to the execution and roll-out of the launch in US, Europe, Asia-Pacific, and Japan. Teams had representation from the regions and multiple functions including Medical, Regulatory and Quality.

# Deal Evaluation Support, Multiple Products, Top 10 Pharmaceutical Company (US)

* Led team evaluating the strategic, operational and financial assessment of multiple licensing / acquisition targets for a top10 pharmaceutical company. Deals included both products as well as supporting devices and diagnostic options.

# Innovation Strategy, Top 5 Pharmaceutical Company (US)

* + Led senior team of 50 clients, 10 consultants and numerous Content consulting companies in identification and development of innovation platforms to transform sales & marketing strategy and execution at a top 5 global pharma company. Project resulted in the discovery of a new $100M growth platform for the client’s leading brand, as well as the design and implementation of a new value-focused brand management process for all strategic brandsHealth Economics and Outcomes Research (HEOR) Transformation, Top 5 Pharmaceutical Company (US)
* Led complex team of consultants, internal medical affairs and outside experts in development of a new strategy and transformation plan to turn HEOR from a cost center to a competitive differentiator. Results: Reorganized goals and structure of HEOR department; pharmaceutical company leadership adopted a more balanced marketing approach with Adherence and Health Outcomes incorporated into each brand’s go to market strategy.

**MCNEIL CONSUMER HEALTHCARE (Johnson & Johnson)**, Philadelphia **1997 - 1998**

*Product Director, Children’s TYLENOL*

* + Responsible for forecasting, Hispanic advertising, interactive advertising and trade promotions on $120M brand
  + Drove development of first Hispanic web site for the brand, as well as an innovative cross-J&J company trade promotion program incorporating multiple children’s OTC pharmaceutical brands and J&J consumer brands in WalMart, Kmart, Walgreens and other major retailers, resulting in $10M lift in sales.

**E2 / SI SA YOUNG OSA ENGLISH LANGUAGE INSTITUTE**, Changwon, Republic of South Korea **1995 - 1996**

*School Manager and English Teacher*

**FIVE BUCKS EVEN**, Atlanta **1992 - 1995**

*Owner / co-founder of restaurant and corporate caterer*

**COURSES TAUGHT, PAPERS AND PRESENTATIONS**

***COURSES DESIGN / TEACHING***

***Management Practice: Consulting Approaches to Unstructured Business Problem (BUS 500W / BUS 500M)*.** Goizueta School of Business, Emory University, Atlanta Georgia. Fall & Spring Terms, 2013 - 2014. Management Practice teaches the core problems solving approach that most strategic consultancies, such as McKinsey and Accenture Strategy, use to approach their client’s business problems. The course focuses on developing a practical problem solving approach for complex problems that are not domain specific. In so doing, it bridges the worlds of research and practice, and it helps students apply appropriately the tools that they learn in to the messy, real world problems of business. I developed and delivered this course based on academic and trade research and publication, previous client experience and best practices garnered from a number of strategic consulting firms. Evaluation for course and teaching were on average 4.4 out of 5.0 possible points.

***Washington Campus (BUS 500W-Spring).*** Goizueta School of Business, Emory University, Atlanta Georgia. Spring Terms, 2013 - 2014. Washington Campus is an immersive experience in Washington, DC designed to help business executives develop a deeper understanding of the political, regulatory and policy context in which business operates in the US and across the globe. In conjunction with the leadership of the Washington Campus organizations, I developed and co-delivered a tailored program for senior business executives in Emory’s EMBA program designed to build on their other coursework, including the Global Capstone for the program in the following Spring term. Evaluations for the two conducts of the course and teaching were ~5.0/5.0 and 4.3/ 5.0, respectively.

***Goizueta EMBA Healthcare Concentration (BUS-XXX).***Goizueta School of Business, Emory University, Atlanta Georgia. Spring – Fall terms, 2014. Co-developed a new ‘deep dive’ healthcare concentration for alumni and 2nd year students in Emory’s EMBA program. The objective of the course, delivered in a series of 4 3-day weekends over a calendar year, is to apply business tools developed in students in the EMBA program to the specific context, challenges and opportunities of the United States Healthcare system. This course was oversubscribed in both its first and second conducts, with over 50 senior healthcare executives (primarily MDs in hospital system leadership roles) in each.

***Structured Thinking & Communications*.** Accenture Strategy College, St. Charles Illinois. Various sessions, 2009-2012. Structured Thinking and Communications addresses the standard tools that Strategy consultants at Accenture use to define, structure and solve complex problems across industries and functional areas. As core faculty for the course, I helped to develop it as well as to teach it to analysts through senior management employees from across the globe.

***SCOOP: Strategic Consulting Onboarding and Orientation Program****.* Cap Gemini Ernst & Young, Paris France. Various sessions, 2003-2004. SCOOP defined and taught the standard approach that Cap Gemini used to approach strategic consulting engagements, from pitch to final presentation. As core faculty for the course, I helped to develop it as well as deliver it to all consultants in strategy within the combined Cap Gemini / Ernst & Young group, from analyst to senior partner, over a six-month period.

***PAPERS AND PRESENTATIONS***

Bohlken, Anjali & Darsey, Jonathan P. (In progress). “Deforestation and Ethnic Democratization in Northeast India”. Paper examines the question of whether ‘ethnic democratization’ (granting of self-rule to traditionally disadvantaged ethnic minority populations) results in improvements in forest condition vs. other forms of community forest management governance, controlling for political violence, poverty, geographic factors and demographics. The paper’s novelty is in the application of GIS and geostatistical analysis to an under-quantified area within economic geography and international relations—the relationship between ethnic governance and ethnic violence on environmental outcomes. Estimated submission date: 12/31/17

Darsey, Jonathan P. (In Progress). *“Evidence v. Myth: Using the ACLED Dataset to Better Understand the Second Half of Burundi’s Civil War (1999-2006)”.* Rewriting refereed paper from ISA South 2016 conference for submission. Estimate publication submission date: 1Q 2018.

Darsey, Jonathan P. (2016). *“Evidence v. Myth: Using the ACLED Dataset to Better Understand the Second Half of Burundi’s Civil War (1999-2006)”.* Refereed paper presentation, 2016 International Studies Association South Conference, Shephardstown, WV.

Abstract: Burundi’s violent history has been overshadowed by that of its’ adjoining twin, Rwanda. From 1994-2006, Burundi experienced a jarring civil war pitting Hutu rebel groups against the Tutsi-led government army. Rebels and the military fought each other, as well as unarmed civilians who were by turns intentional targets and collateral damage. Despite the passing of ten years, basic questions persist regarding what actually happened during the war and what factors drove the patterns of violence. In this paper, I have applied quantitative tools, including geospatial analysis and non-parametric statistics, to the recently created ACLED event-level dataset to build a quantitative narrative of the civil war in Burundi and identify its etiology. The narrative, based on descriptive analysis and visualization of different aggregations of the incident-level data, demonstrates how the war transpired in Burundi’s 17 provinces. Using non-parametric statistics to further analyze these data, I was able to begin constructing a fact-based etiology of the war including the identification of qualitatively and quantitatively significant sub-variables. These sub-variables—such as the degree of political control the government exercised over different geographies—help explain the timing, duration, intensity and location of political violence in the war, and they support the argument that it was fundamentally a political and not an ethnic conflict. I conclude from this work that despite limitations, the in depth quantitative evaluation of event-level data can complement existing scholarship on the conflict in Burundi and is worth exploring in the context of other civil wars.

Darsey, Jonathan P. et al (2011). *“A Prescription for High Performance: Building a “Switch Engine” for Rx-to-OTC Success*”. Research Paper, Accenture LLC, Philadelphia, PA.

Darsey, Jonathan. (2008). *Competing on Analytics: How Visual Analytics and Best Practice Market Preparation Can Ensure a Successful Product Launch.* Presentation at the 6th Annual Sales Force Effectiveness Europe Pharma Conference, Barcelona Spain.

**EDUCATION**

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| **AMERICAN UNIVERSITY, Washington, DC,** *Master of International Service, International Development* | **2016** |
| **CORNELL UNIVERSITY, New York,** *MBA with Distinction (4.0GPA, top 10 student), Strategy* | **1999** |
| **THOMAS J WATSON FOUNDATION**, **Connecticut**, Thomas J. Watson Fellow (Mexico, C. Rica, Guatemala) | **1991** |
| **DAVIDSON COLLEGE, North Carolina**, *Bachelor of Arts, Honors College* | **1990** |

**AFFILIATIONS**

**LIVING ROOM, Atlanta** (North Georgia’s clearinghouse for housing assistance for people with HIV /AIDS)

Chairman of the Board of Directors for $2.6M social service agency serving approximately 3000 homeless

or near-homeless at risk individuals /year. Winner, Martin Luther King Community Service Award, 2015 **2010 - Present**

**WORLD AFFAIRS COUNCIL OF ATLANTA**, **Georgia.** Corporate member. **2013- 2016**

**EMBA COUNCIL, California,** 2014 Convention Committee Representative, Workshop Lead for New Participants. **2013 - 2015**

**LATIN AMERICAN ASSOCIATION, Atlanta** Volunteer bi-lingual social worker. **1988 - 1992**