

# LAURIE PATTISON

## SUMMARY

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I'm a design-thinking and data-driven decision-maker with a hacker mentality. I have deep experience from idea generation to development to launch and onboarding. I am a results-focused innovation accelerator, user experience and technology enabler, helping users find impactful business value in technologies.

I am a blogger, skier, speaker, patent holder and agent of change.

## EXPERIENCE

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2014 – 2018

### SENIOR DIRECTOR, Innovation Labs

Oracle America

- Rapid prototype creation of market-differentiating use cases and demos. Recent projects include Blockchain, IoT, big data/AI, bots, augmented reality, advanced data visualizations.
- Founder, UX Innovation Labs to drive design thinking and MVP development within Oracle, with sales, partners, customers and community creating faster-to-demo and faster-to-market impact.
- Sales, partner and customer enabler of user experience and new technology differentiators.
- “Arm with facts” creator of data-driven user experience group, analyzing cloud data to drive strategy decisions based on actual customer usage.
- Fostered the creation of rapid prototypes through 40+ innovation events, 2000+ participants in 8 countries.
- Selected to represent Oracle as innovation and hackathon leader to OECD.

2008– 2014

### SENIOR DIRECTOR, USER EXPERIENCE

Oracle America

- User Experience research and design for messaging, notifications and user onboarding.
- Established Design and Development Center of Excellence in Guadalajara, Mexico, hiring first team members to create rapid proof of concepts.
- Evangelize user experience to customers, sales, partners to create market differentiator
- Board member: Usability Advisory Board
- Millennial and Gen Z research; Gamification leader

## EXPERTISE

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Software Development  
Lifecycle  
Process and Program  
Management  
Lean and Agile  
transformation  
Design Thinking leadership  
Customer, Partner and Sales  
enablement  
Executive communication  
Technology evangelism  
User research  
Design systems  
Supply Chain  
management  
Matrix and large team  
management

## SOCIAL

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[linkedin.com/in/lspatahoe/](https://www.linkedin.com/in/lspatahoe/)

[@lspatahoe](https://twitter.com/lspatahoe)

<https://blogs.oracle.com/oa/ux/ux-innovation>

## PATENTS

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- Method and Mechanism for implementing a Gamification Application
- Data Visualization using Displacement Shapes

1998 – 2008 **DIRECTOR, Development**  
Oracle America

- Process and program management lead for SaaS development, established best practices for design systems, improving quality and reducing development time. Manage and integrate major acquisition companies' development practices.
- Product management, QA, release management, customer success in Procurement applications. Established field and sales enablement process. Drove initial QA automation efforts, enabling immediate quality feedback of new code, shortening time-to-market and improving quality.

1996 – 1998 **PROJECT MANAGER**  
GROWTTH Consulting

- Facilitated Lean management transformation in Supply Chain, manufacturing, primarily for Tier 1 automobile suppliers. Primary client executive liaison. Initial hire to establish partnership with local consulting firm to establish European presence.
- Average results for 3-month engagement exceeded \$1M annual savings.
- Work focused in Germany, UK, Netherlands and France.

1991 – 1996 **REGIONAL SALES AND OPERATIONS MANAGER**  
TNT Logistics

- Change agent, recruited to effect turnaround in all regions.
- Successfully negotiated facility leases and contractor agreements, reducing costs 30% and improving service coverage 40%.
- Increased revenue 50% and client base 30% annually. Consistently ranked highest in profitability.

**EDUCATION**

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**Bachelor of Arts in Economics**  
University of California, Davis

**CERTIFICATIONS & MEMBERSHIPS**

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Scrum Master  
Product Owner  
Design Management Institute

**VOLUNTEERING**

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Tech Trek  
National Charity League  
Mentor, Leukemia and Lymphoma Society

**INTERESTS**

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