



**DHRUVA GANESAN**  
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Dhruva is a seasoned business design and strategy practitioner with over 13 years of experience across multiple industries. He is passionate about applying a design lens to creating compelling products, services and experiences that deliver human-centric value aligned to concrete business outcomes.

## EXPERIENCE

### FJORD

#### Business Design & Strategy Director

2015-Present

##### Bose

- Built and led a design-driven innovation startup within Bose, driving new ways of working and bringing new experience concepts to market at scale. Led cross-functional teams to define new product, service and CX strategies through 2020.
- Account lead for Bose who helped create and build the client relationship, generating over \$25M in revenue since 2016.

##### Golden State Warriors

- Led the pitch and created the narrative that landed a 13-year exclusive digital services partnership with the Warriors and Chase Center.  
[Video Link](#)

##### Shell

- Led a team that defined three design concepts with supporting business cases to help Shell deliver new experiences and value to residential energy customers. The concepts are currently in production for release to market.

##### Merrill Lynch

- Defined customer mindsets, experience principles, content strategy and design concepts to inform the prototype for a new robo-advisor offering.

##### Investors Group

- Led a team that defined current and future state journeys, a KPI/KEI model and design concepts to help financial advisors run better businesses and provide more value to their clients.

### IBM SOFTWARE GROUP

#### Marketing Strategy Lead

2012-2015

- Selected by IBM C-Suite as *Best of IBM* for 2015 – one of the top 500 performers in all of IBM (~400K employees).
- Designed and led the IBM Software One program to develop new business and relationships with front-office customers for all of North America.
- Developed go-to-market and brand strategies to support \$800M sales target for North region and \$3.4B Software Group FY 2014 target for North America.

### IBM GLOBAL BUSINESS SERVICES

#### Senior Management Consultant

2006-2012

- Worked in the Strategy & Transformation group, developing creative strategies to help media and entertainment clients evolve their service offerings, operating models and organizational strategies.
- Clients included McGraw-Hill, DirectTV, American Museum of Natural History and Disney.

### SUB SWARA

#### Music Producer / Composer / Performer

2005-2011

- Played 300 shows in 100 cities worldwide.
- Music featured in and licensed to BBC, ABC TV, The World Cup, The FADER, Wired, Pitchfork, XLR8R, Rolling Stone, MIT Press, NPR and KEXP.

## SKILLS

- Strategy Definition
- Business Model Design
- Narrative Development
- KPI / KEI Model Design
- Business Case Definition
- Experience Design
- Design Concept Development
- Journey Mapping
- Service Blueprinting
- Thought Leadership
- Workshop Design
- Prioritization Framework Development
- Organizational Design
- Process Design
- Employee Experience Design
- Account Planning and Management
- Business Development
- Proposal Crafting and Pitching
- Certified Scrum Master
- Career Counseling
- Undergrad / Grad Education
- Event Design & Production
- Music Composition
- Audio Production
- Sound Design