

## About the Speakers

Contributed by May-Ling Gonzales  
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### Brendan Boyle

Brendan Boyle is a Principal at IDEO. Brendan is the point person for IDEO's innovation partnership with PepsiCo. IDEO has worked closely with PepsiCo's Innovation teams for the past six years, completing projects such as the High Visibility Vending machine, the Twist N' Go cup along with several others. Brendan also leads the Zero20 practice, which advises IDEO's clients on kid-related topics such as recreation and game play, learning, baby care, health and wellness, and food and beverage. In 2004, the New York Times Magazine reviewed IDEO's empathic research on Tweens and Millennials and the resulting guidelines for designing for these special groups. Under Brendan's leadership, Zero20 has licensed more than 125 toy, game and juvenile product concepts.

As a Consulting Professor in the Mechanical Engineering Department at Stanford University, Brendan has taught various product design, engineering creativity, and human factors courses for the last fifteen years. In his sixteen years with IDEO, Brendan has led numerous strategic client relationships and led major design programs with such companies as Samsonite Luggage, specialized Bicycle Components, and Herman Miller Furniture. Brendan holds a Master of Science in Mechanical Engineering-Product Design from Stanford University and a Bachelor of Science in Mechanical Engineering from Michigan State University. Before attending Stanford, he worked as a project engineer at Goodyear. [Designing Interactions interview on Fibfinder](#) Prototyping is the shorthand of design

**Chip Heath** Chip Heath is a Professor of Organizational Behavior in the Stanford Graduate School of Business. His research examines why certain ideas - ranging from urban legends to folk medical cures, from Chicken Soup for the Soul stories to business strategy myths - survive and prosper in the social marketplace of ideas. A few years back Chip designed a course, now a popular elective at Stanford, that asked whether it would be possible to use the principles of naturally sticky ideas to design messages that would be more effective. The material from that course, *How to Make Ideas Stick*, has been taught to hundreds of students including managers, teachers, nonprofit leaders, doctors, journalists, venture capitalists, product designers, and film producers. Chip is the coauthor (along with his brother, Dan) of a book titled *Made to Stick: Why Some Ideas Survive and Others Die*.

Chip has taught courses on Organizational Behavior, Negotiation, Strategy, International Strategy, and Social Entrepreneurship. Prior to joining Stanford, Professor Heath taught at the University of Chicago Graduate School of Business and the Fuqua School of Business at Duke University. He received his BS in Industrial Engineering from Texas A&M University and his PhD in Psychology from Stanford. [Inc. Magazine interview \(pdf\) Made to Stick](#) [The Stickiness Aptitude Test](#)

**Adam Miller** Adam Miller is Senior Marketing Analyst at the Stanford Alumni Association (SAA). His work, referred to as "transformative" by Howard Wolf, merges principles of marketing, design thinking and technology to further the organization's understanding of alumni and develop business systems to serve their needs.

Two years ago, Adam conceived a new data-driven method that allows an alumni association to measure engagement and help alumni have the relationship with their alma mater that they want to have with it, inspired by his earlier work while a Human Biology student at Stanford. The Relationship Model has changed the way SAA thinks about engaging alumni, and uncovered groups of alumni who engage with Stanford in less traditional and visible ways. It has captured the imagination of SAA, three presidents of Stanford, Trustees, University managers, past and present SAA board members, campus partners, and other institutions.

Adam received a BA from Stanford with a double-major in Music (with a specialization in Music, Science, and Technology) and Human Biology. A veteran web designer and developer, Adam also created the Ivy Plus 2007 website and brand image.

**Jerry Yang** Jerry Yang, a Taiwanese native raised in San Jose, Calif., co-created the Yahoo! Internet navigational guide in April 1994 with David Filo and co-founded Yahoo! Inc. in April 1995. Mr. Yang, a leading force in the media industry, has been instrumental in building Yahoo! into the world's most highly trafficked Web site and one of the Internet's most recognized brands. A member of Yahoo!'s board of directors, Mr. Yang works closely with the company's CEO and executive team to develop corporate business strategies and guide the future direction of the company. Mr. Yang is currently on the Board of Directors of Alibaba, the Asian Pacific American Community Fund, Cisco and Yahoo! Japan, and is also on the Stanford University Board of Trustees. Mr. Yang holds B.S. and M.S. degrees in electrical engineering from Stanford University and is currently on a leave of absence from Stanford's electrical engineering Ph.D. program. [Stanford of Engineering article on Yahoo!'s beginnings](#) [Yahoo! Green](#)