



Partnership Clinic: “Development and Dissemination of Innovative Design Solutions to Address Extreme Poverty”

Wednesday, 24 April, 3:00-5:00 pm
United Nations Headquarters, New York

BIOGRAPHIES

Cynthia E. Smith

Cynthia E. Smith serves as Cooper-Hewitt National Design Museum’s Curator of Socially Responsible Design. Trained as an industrial designer; for over a decade she led multi-disciplinary design and planning projects for cultural institutions; and after earning a graduate degree at Harvard University’s Kennedy School of Government, joined Cooper-Hewitt, where she integrates her work experience with her advocacy on human rights and social justice issues. She co-authored *The Politics of Genocide: U.S. Rhetoric vs. Inaction in Darfur* for the Kennedy School Review; co-organized the Social Impact Design Summit, white paper and public forum; curates the *Design with the Other 90%* exhibition series and co-curated the *2010 Design Triennial: Why Design Now?* Named a “20/20 New Pioneer” by Icon design magazine and also one of Metropolis magazine’s “next generation of young curators”, she has served on several international design juries and lectured widely on socially responsible design.

Philippe Kridelka

Philippe Kridelka was appointed Director UNESCO Office in New York, and Representative to the United Nations, and assumed his post in August 2010. Mr. Kridelka joined the Belgian Diplomatic Service in October 1987. He became First Secretary at the Belgian Embassy in Tehran, Islamic Republic of Iran in 1989 and served in that position until 1992, when he returned to Brussels as Deputy Director of the Central European Desk. In 1995 Mr. Kridelka was transferred to Warsaw, Poland as the Counsellor at the Belgian Embassy until his posting in 1998 as Diplomatic Advisor to the Belgian Minister for Foreign Trade. He then served as Counsellor to the Belgian Representation to the European Union -World Trade Organization (WTO) desk from 1999-2000. From 2000-2002 he served as Diplomatic Advisor to the Belgian Deputy Prime Minister, in charge of Employment Policy and Gender Equality, before being appointed in 2002 to the position of Ambassador of Belgium to the Republic of Singapore and to the Sultanate of Brunei Darussalam. Mr. Kridelka was appointed Ambassador, Permanent Delegate of

Belgium to UNESCO from 2005 – 2009. He served as Director of Cabinet, Office of the Director General of UNESCO from 2009-2010 until his present position.

Ed Chan-Lizardo

Ed Chan-Lizardo is currently the Chief Development & Partnerships Officer for KickStart International, responsible for global fundraising and partnerships. In December 2011, Ed relocated back to the U.S. after five years as KickStart's Chief Operating Officer based in Nairobi, Kenya. During his tenure as COO, he increased impacts by over 140%. He was responsible for the day-to-day operations of KickStart's programs which included product/ innovations development, institutional partnerships, smallholder farmer outreach & education and sustainable supply chain development. Prior to KickStart, Ed held various management positions in technology companies including Handspring, a Smartphone manufacturer acquired by Palm, where he was Director of Asia-Pacific & Latin America. Ed was also a management consultant at Coopers & Lybrand Consulting. He has an MBA from the University of Michigan, a MS from Stanford University and a BS from Virginia Tech both in Mechanical Engineering. He is a graduate of INSEAD's Social Entrepreneurship Programme.

Marc Kerachsky

Marc Kerachsky is Director, New Market Models for healthymagination – GE's \$6 billion global commitment to provide better health for more people by lowering costs and increasing access to quality healthcare. In this role, Marc is working with various teams and constituents within emerging markets to develop innovative models for healthcare delivery and to tackle some of the most pressing needs and priorities of these regions. Prior to this, Marc worked in a variety of marketing and leadership roles within the Medical Diagnostics business for GE Healthcare. Marc has a B.S. in Biology & Psychology from the State University of New York at Binghamton and a Masters in Business Administration in Marketing from the Fox School of Business at Temple University.

Modesta Nyirrenda

Since 2012, Ms. Nyirenda has been a Senior Navigator at The Business Place, Gaborone, providing SME's with business advice for start up and turn-around activities covering the manufacturing and service sectors. She has been supported in her role by experience gained in the preceding 3 years as an independent business consultant in accounting systems, management systems and business processes, more notably in production systems of two products in development, a basic digital toy aimed at encouraging character and sound recognition for children learning to read. The second device is a small and affordable medical grade silicone piece designed to ease the discomfort of phimosis. The device is produced through private research in two countries in southern Africa.

Shiela Kennedy

Sheila Kennedy is an American architect, innovator and educator. She is a Professor of the Practice of Architecture at MIT and a Principal of Kennedy & Violic Architecture Ltd. (KVA), an internationally recognized design practice that explores architecture, digital technology and emerging public needs. Designated as one of *Fast Company's* emerging Masters of Design, Ms. Kennedy is described as an "insightful and original thinker who is designing new ways of working, learning, leading and innovating". Her design work has been exhibited at the Cooper Hewitt National Design Museum, the International Rotterdam Biennial, the Vitra Design Museum in Germany, the TED conference in California and was featured in the Museum of Modern Art's exhibition "Design & the Elastic Mind" on breakthrough designs for new technologies.

Simona Rocchi

Simona Rocchi is Senior Director of Innovation & Design-for- Sustainability Studies at Philips Design. She manages the global creative direction of various sustainability-based initiatives in product/system innovation and strategic design. She also oversees the development of design services targeting emerging and developing markets.

After joining Philips Design in 1999, Simona set up and led the Exploring Sustainability design research program and also chaired the Philips task force on New Sustainable Business Initiatives. Results of her activities have been externally recognized via publications, conference speeches and design awards.

She is frequently invited to lecture at design and business schools around the world, and is a visiting professor in eco-innovation at the Externado University of Bogota, Colombia. Simona holds a PhD in Cleaner Production, Cleaner Products and Sustainability, a Master degree in Architecture from the Politecnico di Milano and an MSc in Environmental Management and Policy from Lund University, Sweden.

Mikkel Vestergaard Frandsen

Mikkel Vestergaard Frandsen is the CEO and owner of Vestergaard Frandsen, an international company dedicated to alleviating devastating global health challenges faced by disadvantaged people, most of whom live in developing countries. Mikkel is known internationally as a visionary leader who is willing to challenge the status quo and take risks when necessary to produce innovative solutions. He has structured the company around a humanitarian entrepreneurship business model where doing good is good business. This approach supports achievement of the United Nations Millennium Development Goals (MDGs). Over the past few years, Mikkel has served in several leadership positions outside the company. He was an advisor to the prime minister of his native Denmark and was chosen to be a Young Global Leader by the World Economic Forum.