

SHIREEN KHAN

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| Engineering | Extensive experience working with stakeholders at all levels of government, business, and civil society in U.S., Asia, Africa, Europe and Middle East. Previous experience with PepsiCo, partnering with USAID, WHO, GIZ on global health initiative. AT&T, U.S. Government, CNN, United Nations, World Economic Forum, Consulting, & Start-ups, developing strategy, operations, and partnerships with entities such as Microsoft, Cisco, Intel, AMD, Satyam. |
| Business | |
| Technology | |
| Sustainability | |

Professional Experience

VIRTUE GLOBAL CONSULTING

Atlanta, New York, UK

PRESIDENT

2012 - Present

Consulting engagements in business, international development and social enterprise.

Partner with organizations to build businesses and initiatives.

- Clients include: United Nations Major Groups Programme – Overall leader on process improvements for civil society stakeholder engagement in high-level inter-governmental processes; Green Map System – Strategy, marketing plans and connections to identify revenue opportunities for sustainability NGO; Centre for SMART - UK sustainable engineering research center; League of Change - Funding network for social and environmental entrepreneurs. Raikes Foundation – Philanthropy strategy. Launched House of Genius in Atlanta - recruited team, sponsors, entrepreneurs, advisors, built operations, set goals and metrics and led organization.

SHUBIO

New York, NY

CEO

2009 - 2014

Start-up developing biomechanically correct, ecologically sustainable women's dress shoe, with an inclusive supply chain.

Conducted due diligence and researched footwear market and industry analysis data to validate opportunities for product launch and organic business growth.

- Explored and synthesized different concepts to create an innovative style of footwear that is healthier for the wearer and the environment. Plan to license the technology to create revenue.
- Worked with Georgia Tech students on LCA/sustainability issues and spent extensive time on consumer insights research. Employed design thinking and segmented the market to address customer needs. Studied design, sustainable materials, biomechanics, law at FIT in New York.

PEPSICO

Purchase, New York / Geneva, Switzerland

DIRECTOR, STRATEGY

2008

Global Health Initiative with Fortune 50 consumer food and beverage company, sustainability leader.

Delivered strategic planning, business plan development, competitive analysis, market planning and partnership development for new business addressing micronutrient deficiencies.

- Tasked with designing a new business selling solutions to the Base of the Pyramid (BoP) to address micronutrient deficiencies in India and South Africa. Redesigned business to a smallholder agriculture-first model, incorporating BoP in supply chain and selling to customers in the other economic strata, to create new markets and boost company's social image.
- Generated innovative, sustainable business models incorporating business, economic development, environmental and social concerns. Negotiated with Health NGO's, WHO, State agencies (USAID, GIZ, DFID), academia and VC's on partnerships.

WORLD ECONOMIC FORUM

Geneva, Switzerland

HEAD, SUSTAINABLE DEVELOPMENT INITIATIVE, EDUCATION

2006 - 2008

Leading Swiss NGO, convening business, government and civil society. Host of Davos Annual meeting.

Partnered with senior executives at Microsoft, Cisco, AMD, and Intel to build a global IT platform for knowledge management for best practices in multi-stakeholder partnerships for education.

- Led a global virtual team across multiple geographies and engaged a range of stakeholders to define project parameters and platform features. Successfully presented platform to audience of global leaders at Davos, including the Director-General of UNESCO. Platform grew to over 2700 members in 118 countries, creating efficiencies for users working on education partnerships.
- Organized high-level meetings with global leaders and CEOs of Microsoft, Cisco, Intel to discuss shaping of global education reform, with specific programs in Jordan, Egypt and India.

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| U.S., Indonesian and Afghan Governments. | <p><i>Provided strategic business development, operational and financial solutions to start-up and turnaround entrepreneurs, increasing efficiencies and effectiveness. Conducted due diligence, market analysis and generated strategies and policies for business growth.</i></p> <ul style="list-style-type: none">• In Indonesia, served as Economic Recovery Advisor for U.S. Government following 2004 Asian tsunami. Charged with helping entrepreneurs restart their businesses. Conducted primary research, worked with local government and advocated for focus on SME recovery.• In Afghanistan, managed seven-member operations team and administered \$1M budget to develop entrepreneurs in 20 organizations. Analyzed and developed products, business and marketing strategies. Launched bi-monthly trade shows to test markets for new products, doubling revenues of businesses that implemented recommended strategies. Tapped by Office of Minister of Finance to evaluate nationwide economic development project proposals. Developed initiative to document and develop products across Afghanistan for domestic and export markets. Advised Afghan government on industrial projects. Created Art-e-Zan brand for goods made by women; developed clothing and home goods lines. Revamped strategy, increased sales by 100% for Chelsitun group, PARSAs, CARE. Implemented plan to create sustainable business platform for community development on Gates Foundation grant. Trained entrepreneurs in retail sales, strategy, organizational development and production of consumer goods.• Transformed Women’s Business Council through new operational and financial strategy.• In Ghana, coached local community to manage procurement and logistics to sell and distribute grain on DFID-funded project, establishing efficient operations and arresting depletion (1997). |
| Start-up and turnaround entrepreneurs in frontier markets. | |
| International and local GOs, NGOs. | |

CNN INTERNATIONAL

Atlanta

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| PRODUCER, WRITER Media platform available in 250 million households in 200 countries and territories. | <p><i>Interviewed business and world leaders for top show on CNNI, “Q&A.”</i></p> <ul style="list-style-type: none">• Maintained direct and active relationships with global partners and guests, defining content and developing programs in a fast-paced, rapidly changing environment with tight deadlines.• Produced quantitative and qualitative analysis of programming impact by region, added new program functionalities.• Guests included Amre Moussa, Andy Grove, Andre Agassi, Amitabh Bachchan, Linus Torvalds, Boutros Boutros-Ghali, and Mikhail Gorbachev.• Designed IT solution for scheduling.• As freelance journalist In Ghana, wrote print pieces for <i>The Baltimore Sun</i> and <i>The Star</i> (South Africa). Produced video for APTN. Worked on two video documentaries, one on malaria and one on gender issues. | 1998 – 2000 |
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AT&T

Atlanta

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| CHANGE MANAGEMENT SPECIALIST | <p><i>Worked with management and union teams to improve processes.</i></p> <ul style="list-style-type: none">• Conducted an internal audit to identify gaps and recommended process improvements.• Coached union-management team to make decisions together.• Restructured Employee Development Process, which was later adopted across a large region.• Received Role Model rating (highest, given to top 3% of employees). | 1994 - 1997 |
| Fortune 50 telecommunications company. | | |

Education

MBA ~ Columbia Business School
MASTER OF INTERNATIONAL AFFAIRS ~ Columbia School of International and Public Affairs
BACHELOR OF INDUSTRIAL ENGINEERING ~ Georgia Institute of Technology

Languages

English, Urdu, Hindi ~ Native Speaker; French, Spanish ~ Proficient;
Arabic, Dari, Bahasa Indonesia, German ~ Previously proficient/Solid foundation