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jason tennenhouse

designer
strategist
entrepreneur
inventor
firefighter
father

education //

MA Entrepreneurial Industrial Design
Purdue University, 2000

BA Industrial Design
Purdue University, 1997
emphasis: Psychology, Philosophy, Political Science

experience //

Owner

10 IN HOUSE Strategy & Design

2014-Present | Carmel, IN | www.10inhouse.com

- Work with entrepreneurs and business leaders to generate new and important ideas, create new business models, and innovate new products and services.
- Use ideation, design, and strategy to develop such things as prototypes, products, websites, experiences, environments, brands, systems, and organizations.
- Help clients better understand their strengths and weaknesses to refine concepts into compelling opportunities.

Co-Founder & Chief Visioneer

MatchBOX Coworking Studio, LLC

2013-Present | Lafayette, IN | www.matchboxstudio.org

- Initiated Lafayette's first coworking space to accelerate hundreds of local entrepreneurs, creating the brand, organizational structure, business case, fundraising and marketing plans, and the design, architecture, and execution of a 10,000 sq.ft. restored historic facility.
- Responsible for \$2M build-out of space in partnership with the Mayor and Office of Development, and donated funds over \$1.5M from dozens of local businesses.

VP Marketing & Design

Spensa Technologies, Inc.

2015-Present | Lafayette, IN | www.spensatech.com

- Built the Precision Ag company's design and marketing departments and helped grow the team 4x to protect 5M acres of 116 different types of crops worth over \$6.5B
- Oversee UI/UX design for all 10 software modules applied to multiple form-factors on 3 different platforms.

projects //

Mechanical Engineering Design Lab

I consult on the design-methodology for the formation of a human-scale innovation lab in a Mechanical Engineering college.

Greyhouse Studios

Created and oversaw a music recording studio using a Pro Tools system to engineer, record, and master EPs for dozens of artists.

Hands Across The Wabash

Designed and co-lead an initiative where college students read weekly to at-risk 3rd graders who in turn practiced by reading to 4-year olds in their community.

Go Kids

Designed and co-lead an initiative to establish college students as mentors for local at-risk 5th graders teaching them basic engineering and electrical principles then building a full-size electric go kart.

Timoteo

Mounted a publicity, branding, and fundraising campaign to support an inner-city athletic program in Philadelphia which provides high-schoolers an alternative to gang involvement.

The Coffee Bike Initiative

Developed a partnership where patrons of my coffee shop could make donations which would be turned into micro-loans to provide African coffee farmers with custom-built coffee cargo bikes.

H2O Project

Developed a campaign where people could donate the money they would normally spend on beverages to help build clean water wells in Africa and Latin America.

3Knocks

Founding partner in an e-commerce start-up providing stimulus for local businesses while providing retail benefit to its user base.

Design & Strategy Consultant

Google, Inc.

2016-Present | Mountain View, CA | google.com/about

- Placemaking and space design, as well as novel applications of technology and innovation in the 60,000 sqft. Charleston East project at the Googleplex, the first time Google has ever built new at their headquarters.

White House Champion of Making

The White House

2016-2017 | Washington, D.C. | whitehouse.gov

- Selected by the Executive Office of the President, Office of Science & Technology Policy under the Obama Administrations as Indiana's Champion of Making. One of an elite group of 30 hand-selected to work on future national policy to support innovation and a culture of making in the U.S.

Founder & Director

Greyhouse Coffee & Supply Co.

2008-2014 | West Lafayette, IN | greyhousecoffee.com

- Designed and oversaw a non-profit specialty coffee shop of 50+ staff and over \$1M in annual sales. We served over 175K customers a year, more than the population of Lafayette, West Lafayette, and Purdue.
- We supported over 250 outside agencies each year such as, Heifer International, TOMS Shoes, designing school for our coffee farmers in Rwanda, and installing water cisterns for farmers in Guatemala.

Founder & Director

GreyMob Idea Acceleration & Design

2011-2014 | West Lafayette, IN | www.greymob.com

- Created a non-profit business accelerator for social-impact. We work with students, faculty, and members of the community to turn their passions into possibilities.
- Led a design team developing dozens of projects each year involving such things as: local arts and music, literacy, hunger relief locally and abroad, international fair trade, clean water, low-cost prosthetics, HIV awareness, bio-presses, and micro-business textiles.

Executive Director

Campus House Nonprofit

2000-2013 | West Lafayette, IN | www.pcch.org

Athletics

I played Lacrosse for Indiana University and currently hold a PADI Advanced Underwater SCUBA diving certification.

Mission Match-Up

Consulted on a website where teams traveling abroad for global service could raise funds and keep their supporters connected with real-time texts.

Geyser Pump

Lead a team of engineers to research positive-pressure water pump technology, a more robust system for clean-water wells in the developing world, making several publishable discoveries and leading to a graduate research fellowship.

Leadership Development

Have hired and developed about 60 Interns through two-year fellowships into professional careers, nonprofit work, and doctoral programs.

Interior Design

Lead designer and project manager on a 5K sq. ft. coffee shop and a 20K sq. ft. church. I have also offered interior design consulting on 4 different co-working spaces.

Expert Home Inspections

Developed brand and strategy for a new home inspection business, applying technology to provide instant, professional, hardcopy reports within 10 minutes of inspection on-site.

HOW Magazine

Won a brand design award in the International Design Magazine, HOW. A project of mine has also been featured in the January 2012 edition.

Sustainable Waste Mgmt, Jordan

Consulted for the Purdue Global Engineering Program's Global Design Team to better manage waste in Jordan finding several post-consumer applications to stimulate the economy.

- Led a team of 25+ personnel, a budget of over \$1million, and the vision of a 50-year faith-based nonprofit mobilizing over 1,000 Purdue students/year into positions of influence around the world.
 - Retooled the brand and organizational structure. Tripled income, grew staff fivefold, and increased the number of supporters to over ten thousand. The organization has garnered over \$10M under my tenure.
 - Created and ran a multi-faceted leadership tract engaging over 300 people each year in discovering their strengths as well as a full-time fellowship program.
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Partner

Rise Artisanal Prosthetics

2014-Present | Bangalore, India | www.riselegs.com

- Helped develop lightweight, low-cost, cane-based, naturally compliant prosthetic legs for amputees with which they can not just walk, but run, play, and dance. 6x lighter and 1/10th the cost of comparable prosthetics.
 - Developed the name, brand, logo, website, and all marketing materials which has garnered worldwide attention.
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Strategic Partner

Purdue University Marketing & Media

2015-Present | West Lafayette, IN | www.purdue.edu/marketing

- Consultant and strategist for the Head of Marketing and his 60-person team at Purdue University where I advise, counsel, and contribute to external marketing projects, acquisitions, and campaigns.
 - Designed and developed Project Nucleus, a multi-year omni-channel influencer campaign to recapture the state capital for the future of the University.
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Guest Instructor

Purdue University

2007-Present | West Lafayette, IN | www.purdue.edu

- Frequently lecture in both the undergraduate and graduate Business programs. Guest instructor for all 700 introductory students in the largest School of Technology in the country. Guest instructor and participant in multiple NSF grants in Purdue's Mechanical Engineering program, ranked by U.S. News and World Reports as #7 in the country in 2012.
- Courses In Which I've Instructed:

Amaguru

Consultant and Strategist for a team developing a prosthetic leg to be used in poor, remote locations where there is little access to medical resources and prosthetics need to be fit in a single visit.

The L.Press Project

Consultant and Strategist for a team developing a hand-powered press that can convert bio-mass waste into a stable, portable, fuel source where firewood may be scarce.

International Service Work

As Director of Purdue Christian Campus House, I have sent hundreds of students on short-term relief-trips to dozens of locations on 5 different continents.

Fulbright Specialist Invitee

Invited by IIITDM Technical School in Jbalpur, India to restructure their school's curriculum to better commercialize their student innovations and further benefit the surrounding community.

Public Art

Commissioned the first large-scale sculpture in downtown West Lafayette, IN and oversaw design and installation as well as helping to draft a procedure for future such projects.

Historic Home

My wife and I personally renovated a 120 year old home with our own hands, which was awarded a Wabash Valley Historic Home plaque.

Spring Suspension

I have done human-scale design consulting under the National Science Foundation for a personal suspension system augmenting stabilization and reducing work required to hand-carry loads.

Firefighter

I served as a volunteer firefighter as well as a NCAA First Responder. I also have my Hazmat certification and am a Department of Homeland Security Incident Commander.

- ME553 "Product and Process Innovation"
- ME497 "Design Thinking" lecture series
- ME444 "Computer-Aided Design" toy workshop
- ME463 "Senior Engineering Design"
- MGMT646 "New Product Design"
- MGMT423 "New Product Development"
- TECH120 "Technology and the Individual"
- Other University Lectures I've Given:
 - Brokering Innovation distance lecture broadcast on 5 continents (US, Africa, India, Netherlands, Colombia)
 - Keynote Purdue's first TEDx "Initiate Innovation"
 - Entrepreneurial Bootcamp for disabled Veterans
 - Purdue Marketing Association
 - Purdue Innovation & Technology Club

Chief Design Consultant

The Rail Yard

2016-2017 | West Lafayette, IN | facebook.com/purduerailyard

- Worked with CSO Architects (IND Airport, Palladium, JW Marriott Indy) to develop initial design concept, layout, and key placemaking features of Purdue's first coworking space.

Past President & Chair

Lafayette Tech Startup Tech Network

2012-Present | Greater Lafayette, IN | www.lafayettetech.com

- Developed a non-profit Public Benefit Corporation celebrating entrepreneurship, maker-spaces, and emerging technologies to build a local startup ecosystem.

FoundryX Co-Founder & Chief Ambassador

Purdue Research Foundation

2015-2016 | Indianapolis, IN | www.prf.org

- Created Purdue's first satellite network of business talent designed to commercialize Purdue IP technology. Future plans include expansion to Silicon Valley, Chicago, New York, and Europe.

Co-Founder & Creative Director

Starry Night Music & Arts Festival

2004-Present | West Lafayette, IN | www.starrynightfestival.com

- Co-created an annual street festival to support local childhood literacy incorporating 8 live bands on two stages, <20 regional artisans and hands-on art for several thousand attendees each year.

Entrepreneurial Bootcamp for Veterans

Lead ideation and entrepreneurial business formation sessions for US veterans with wounds preventing them from traditional employment.

Author

I wrote a short book on my philosophy of faith-based nonprofit management, and am co-authoring a second on faith.

Top 10 Under 40 Award

Was awarded one of 10 top business professionals under 40 years old in Tippecanoe County, IN.

Orr Fellowship Lecture

Invited by the Indianapolis Orr Fellowship program to present in their exclusive business lecture series along with former Governors and CEOs.

Burton Morgan Redesign

Redesigned the atrium space for Purdue University's entrepreneurial center and coworking space.

OpenIDEO Chapter President

Lead a team which created a sharing-economy app to support childhood education in post-emergency displacement situations.

Founder, Public Art Team

Invited by the Mayor to develop a vision and strategy for City-wide public art. Initiated building-sized murals, outdoor sculptures, and social vandalism campaigns.

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Co-Founder & Chair

Swipe Out Starvation

2009-Present | West Lafayette, IN | www.swipeoutstarvation.org

- Designed a program wherein college students can donate unused credit from their meal plans to hunger relief agencies both locally and abroad.

Board Member

Greater Lafayette Commerce

2012-Present | Lafayette, IN | www.lafayettechamber.com

- The governing body over the merged Economic Development Council, Downtown Development Council, Capital Resource Council, Workforce Development Council, and Chamber of Commerce Council in Greater Lafayette.

Board Member

Community Commitment to Education

2012-2013 | Lafayette, IN | readtosucceedgreaterlafayette.org

- Improving education and literacy rates through 500+ volunteer mentors for at-risk youth throughout our county through a 20-member Board of social leaders related to education, healthcare, business, childcare, and municipalities.

Toy Designer

Head of New Product Concepts, Trendmasters Toys

1997-99 | St. Louis, MO

- As head of product conceptualization at one of the largest toy companies in the country, I invented and prototyped new toys across all play-patterns, even collaborating with the Hollywood movie industry.
- Ideated 100's of new product concept sketches daily; dozens made it to markets internationally, several received design and engineering patents, and one line which sold over 2 million pieces was awarded the Best Selling Product Line of the Year in Australia.

Exhibit Designer

Indianapolis Children's Museum

1999 | Indianapolis, IN | www.childrensmuseum.org

- As exhibit designer and fellowship recipient at the world's largest children's museum, I created several permanent exhibits such as a tree house and a media resource center partnering with the local city library.