

MARSHALL SITTEN

SERVICE DESIGN

CONTACT

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EDUCATION

MBA, International Organizations
University of Geneva
Geneva, Switzerland
2009, Graduated with Merit

BA, Psychology
University of Maryland, College Park
College Park, MD
1997

SKILLS

Service design
Human-centered design
Qualitative research
Ethnography
Interviewing
Facilitation
Co-design
Prototyping
Miro/Figma/Visme
Financial Inclusion
Customer journey mapping

AFFILIATIONS

Co-Founder, Service Design Network NYC

Service Design Research Collaborator
University of Applied Sciences and Arts
Valais, Switzerland

PROFILE

A service design leader with extensive experience enabling large organizations to provide value to clients and stakeholders through co-creation of more inclusive and effective services. A resourceful and creative thought leader recognized for delivering results and fostering trust among high-level decision makers, partners and clients.

PROFESSIONAL EXPERIENCE

CITIGROUP | New York, NY

2013 - Present

SVP, Impact & Insights

2020 – Present

Community Investing & Development

SVP, Director of Communications & Service Design

2018 – 2020

Citi Community Development & Inclusive Finance

VP, Communications

2013 – 2018

- Launched a new practice area at Citi dedicated to using service design to expand financial inclusion, which resulted in more than \$3MM investment in service design programs and partnerships over 4 years
- Led and oversaw Citi's flagship national service design initiatives:
 - Designing for Financial Empowerment, a partnership with NYC and the Parsons School of Design which produced 60 service improvement concepts that led to a 50% increase in the number of low-income New Yorkers accessing free tax preparation services and the Earned Income Tax Credit
 - The Oakland Civic Design Lab, a team based in the Oakland Mayor's office tasked with using service design to advance racial equity and financial empowerment through municipal programs and services
 - The New York City Service Design Studio, the nation's first municipal government-based unit using service design to make services for lower-income households more accessible and effective
- Serve as Citi's in-house service design expert, conducting internal and external trainings and presentations for senior executives, as well as training and capacity building for Citi's nonprofit program partners
- Advised the touchpoint redesign of Citi Start Saving, Citi's youth savings account platform, to enable a more inclusive experience for students & families
- Gather key impact data for each of Citi's service design initiatives, and synthesize the most salient data points for reporting to key stakeholders
- Represent Citi in media interviews, at conferences, and other public speaking opportunities to amplify the impact of Citi's service design programs
- Manage budgets, relationships with partners, vendors and procurement processes

PROFESSOR OF SERVICE DESIGN | New York, NY

2012 - Present

Service Design & Transformation

2015 – Present

School of Visual Arts Interaction Design MFA

Services Innovation

2013 – 2016

New York University Tandon School of Engineering

- Teach introductory service design course to graduate students from NYU Tandon's Master of Technology Management and the School of Visual Arts' Interaction Design MFA programs
- Introduce students to key concepts of the field of service design, comprising theory and methodology from the fields of behavioral science, economics, product and user experience design, risk management, change management and ethnomethodology

PROFESSIONAL EXPERIENCE. CONT'D

FLASHING12 COMMUNICATIONS | Washington, DC & Geneva, Switzerland

2008 - 2013

Co-Owner, Communications Consultant

Provided communications strategy consulting, crisis communication, media training and campaign support to senior staff of the UN Office of the High Commissioner for Human Rights, UNICEF, GAVI Alliance and the International Telecommunication Union in Geneva, Switzerland; Performed communications audit of the Center on Budget and Policy Priority's 30 State Fiscal Analysis Initiative campaign websites. Sites were redesigned using the audit's recommendations Led enterprise website redesign project for IDEAlliance, an international membership organization with over 1300 member companies; conducted user research, project management and design process oversight.

UNIVERSITY OF GENEVA | Geneva, Switzerland

2009 - 2011

IOMBA Program Director

Led the International Organizations MBA program during a period of major change; rolled out a new communications and marketing strategy and led an overhaul of the curriculum to include new courses in community development, microfinance, public/private partnerships and social entrepreneurship. Managed a team of 5 administrative staff, 30 international faculty members and a career services department with a 1.2MM euro budget.

TSD COMMUNICATIONS, INC. | Washington, DC

2001 - 2008

Consultant & Lead Technologist

Advised non-profit organizations, private companies and influential individuals on the planning and execution of rapid response, crisis communications and targeted outreach campaigns. Conducted comprehensive communications audits and stakeholder insight research projects for NGO and corporate clients, providing detailed recommendations for improvement and action. Developed custom communications tools, including a web-based contact targeting and outreach application, and a tool used to prepare for media appearances.

PUBLICATIONS

"Confusion between Artificial Intelligence and digitisation at work: Ignorance or blind trust?"

Dubosson, Magali, Fragnière, Emmanuel, Rochat, Denis and **Sitten, Marshall**

European Review of Service Economics and Management 2020 -1 No.9 (2020) 97-118.

"Using Service Design to Build More Inclusive Cities,"

Sitten, Marshall, and Staszowski, Eduardo

Service Design Impact Report: Public Sector Oct. 2016: 28-34.

"Proposal of a Methodology to Integrate the Human Factor in the Service Blueprint,"

Barbieri, Silvio, Fragnière, Emmanuel, **Sitten, Marshall**, and Zambrano, Gabriel.

Journal of Advanced Management Science 1, no. 2 (2013)

"Performing Service Design Experiments Using Ethnomethodology & Theatre-Based Reenactment: A Swiss Ski Resort Case Study,"

Fragnière, Emmanuel, Nanchen, Benjamin and **Sitten, Marshall**

Service Science 4.2 (2012): 89-100. Web.

"Directing Design: Using Theatre to Capture the Human Element in Service,"

Fragnière, Emmanuel and **Sitten, Marshall**

Service Design Network Touchpoint. Vol. 4, No.2 (2012)