

JONATHAN ROSENFELD

Founder and CEO of *InnovatingEdge.com*



JONATHAN ROSENFELD | Mid-Pioneer



Jonathan has been working with ideas and concepts that maximize the potential for innovation success and minimize the factors that increase the chance for failure throughout his 17-year career. Jonathan is the youngest son of the creator of the ISPI™ (Innovation Strengths Preference Indicator®), Jonathan grew up with innovation and throughout his career has worked on an impressive line of innovative technologies. Jonathan Rosenfeld is a local Graduate of McQuaid Jesuit High School where he was recognized as a Rochester, Black Scholar and earned a Presidential scholarship to Ithaca College, Roy H. Park school of communications. In his senior year at Ithaca College, Jonathan was awarded American Advertising Federation's Top 25 Students of Marketing and Advertising in the US and featured by Ad Age (a Crain's Publication).

From Ithaca he went to NYC and embarked on a career of branding, marketing and advertising of a series of disruptive innovations. Jonathan worked for Grey Advertising, developing direct mail approaches spearheading the use of airline miles for the credit card marketing efforts for Chase Manhattan Bank and Continental Airlines.

Banking to Automotive: After his work with Grey Advertising®, Jonathan went to Oasis Advertising™ (a boutique division of Dentsu Aegis) to help manage the Toyota USA® brand transition in synergy with the launch of the innovative automotive-hybrid technology and vehicle Toyota Prius®.

From Marketing to Celebrity Photography. Jonathan later worked as a celebrity Studio Manger and On-Location Logistics Manager for People Magazine™. During his tenure as Studio Manager, Jonathan worked directly with some of the biggest names in celebrity and talent representation, along with a spectrum of designers and stylists. Here in the imaginative and innovative stages of Masters of Craft and oversized celebrity egos, Jonathan learned high stakes publicity and creative disruption of the red carpet.

The Pharmacy Years. After his stint with People Mag, Jonathan turned his focus to pharmacy and worked for Duane Reade Drugstores in NYC as the Senior Manager of Pharmacy Marketing. While working with Duane Reade, Jonathan worked directly on creating the world's first tele pharmacist (DRexpress), where his team was awarded the Most Innovative Pharmacy Technology Award (2007) and presented the technology to NACDS™ in Naples, FL. Additionally Jonathan spearheaded development and launch of Duane Reade's Durable Medical Equipment sales chain wide.

Pharmacy to Fashion. Jonathan tackled fashion and textiles as Brand Manager for Bagir International®, where he spearheaded the development of the innovative textiles of the Eco-Gir™ line of clothing. Bagir is a world leader in sustainable and eco-friendly fashions and textiles created 100% from recycled plastic bottles salvaged from the

Pacific Ocean. Bagir® is the fashion house that fabricates the clothing lines of Brooks Brothers®, EL Tahari®, Banana Republic®, Cintas® and the list goes on.

Following his work with Bagir, Jonathan returned to medicine as the Director of Marketing for the Chemotherapy Foundation™ and Mount Sinai School of Medicine™ Chemotherapy Graduate Studies where he helped manage the Chemotherapy Foundation Symposium®; North America's largest Chemotherapy and Oncology symposium.

Over the 15 years working with innovative projects and technologies in NYC has lead him to develop world class marketing skills and a keen insight on to how innovation becomes quantifiable gain, which Jonathan returned to Rochester NY to apply his branding, marketing and advertising skills to the Innovation Strengths Preference Indicator® (ISPI™). The ISPI™ is the world's most widely used and validated instrument for measuring one's Innovation Strengths and is the flagship product for Innovation.com. Innovating.com is becoming the digital home for start innovators from all sectors of industry and communities around the world who are focusing identifying the best teams for maximizing the innovation success and surviving industry disruption.

- Marketing Team Leader for USA Launch of Toyota Prius and Hybrid Technology
- Senior Business Development Manager and Pharmacy Marketing Manager for Duane Reade Drugstores and *DR Express* (Awarded NACDS "Most Innovative Pharmacy Technology" 2007)
- Brand Manager for Sustainability and Eco-Friendly Suits, Uniforms and Clothing Lines. Bagir International/ EcoGir
- Board Member for Deaf Education and Arts for African Families (DEAAF); *a 501©3 organization*
- Member of Toastmasters International (President of Tribeca, Manhattan Chapter)



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