



Rose Shuman

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Media: [Videos - News Coverage](#)

## OVERVIEW

Rose Shuman is an experienced international management, philanthropic and social enterprise consultant. She specializes in:

- International philanthropy, social enterprise & Corporate Social Responsibility
- Developing & emerging market entry, implementation, evaluation and course-correction

Rose is a TED Fellow and a Senior Fellow & Lecturer at the Society & Business Lab at USC Marshall School of Business. She writes frequently on developing world business, philanthropy and technology. Her writings are featured in publications such as Harvard Business Review, the UK Guardian, and Public Service Review. Rose is a [regular speaker](#) and panelist on developing world business, social enterprise & technology in conferences and business schools around the world.

Rose is also a founder of [Open Mind - Question Box](#), an international nonprofit. Question Box uses information & communications technologies, such as mobile phones and SMS, to bring information to people in need worldwide.

## CONSULTANCY

Recent Work:

- Project strategy, implementation & evaluation
- Budget & major proposal development
- Innovation strategy, tools, & staff recruitment
- Direct advising

Sector Experience: Business

- International Market Entry & Analysis
- Cross-Cultural Problem Solving & Strategy
- Emerging market product development, team building & management

Sector Experience: Nonprofit, Philanthropic & CSR

- Emerging technologies
- Social Enterprise
- Goal planning, strategy & implementation
- Education; Refugees; Gender; Health

To discuss your needs and interests, please get in touch via [email](#) or [phone](#)

## RECENT PUBLICATIONS

### UK Guardian | Sustainable Business: Getting involved in aid and development

Co-authored with Alex Goldmark, GOOD Magazine business editor. Businesses & organizations can do much to aid development but approaches should be carefully considered before jumping in.

### Public Service Review | Intl Dev: Creating wealth, protecting health

How international business can create significant wealth for the world's poor

### Harvard Business Review Online: How we killed our strategy to save our mission

How loosening hold on our own rules while maintaining a tight grip on our purpose allowed Question Box to evolve and survive as an organization.

### International Trade Forum Magazine: Question Box-Crossing the Digital Divide

How Information and Communications Technologies (ICT) can make a significant contribution to livelihoods

### UK Guardian | Poverty Matters: Private firms can do well and do good for the world's poorest

Private, rather than state, infrastructure works as a catalyst for businesses to grow rapidly and provide large-scale services to the poor

### UK Guardian | Poverty Matters: Millennium Development Goal results have been sacrificed on the altar of inclusiveness

The millennium development goals have become a universal repository for development-related concepts, yet a more focused approach would surely reap dividends

## PROFESSIONAL

### BrightFront Group — Partner

Santa Monica, CA (January 2010 – Present)

BrightFront is a boutique global consultancy. We advise and implement strategy, digital and technology solutions for business and social sector organizations. Specialties include:

- International philanthropy, social enterprise & Corporate Social Responsibility
- Developing & emerging market entry, implementation, evaluation and course-correction

### Open Mind Company - Question Box — Founder & CEO

Santa Monica, CA / India / Uganda (July 2007 – Present)

Providing information to persons without technology access. Directing engineering & management team members on four continents.

Question Box has been featured in the [New York Times](#); [UK Sunday Telegraph](#); [ABC News](#); [Indian Express](#); [Voice of America](#); [BBC Digital Planet](#); and [Forbes](#) amongst others.

### AdLens — Director of Marketing & Business Development

Santa Monica, CA / Oxford, UK (January 2007 – January 2009)

Venture-backed developing world technology start-up. Market research in U.S. & international public and private markets, business planning and strategy, product development, on- and offline marketing.

### Adaptive Eyewear — Senior Program Manager

Santa Monica, CA / Oxford, UK (August 2005 – January 2009)

Social enterprise start-up, optical technology funded by AdLens.

International market entry analysis and project development. Distribution and regulatory analyses, consumer and product research. Web and video marketing & brand identity development.

### Direct Relief Intl — Corporate and Foundation Relations Manager

Santa Barbara, CA (August 2003 – August 2005)

Medical aid organization. Launched new partnerships with pharmaceutical manufacturers, generating \$15 million in wholesale in-kind donations. Built and maintained relationships with hundreds of companies. Produced successful project grant proposals and public relations materials.

## HONORS, AWARDS, CONFERENCES

Senior Fellow, Society & Business Lab, USC Marshall School of Business (2011)

UK Guardian Global Development Advisory Panel (2010)

TEDWomen Fellow (2010)

ICTD London 2010 - Poster presentation; paper publication in international academic journal (2010)

Renaissance Weekend (2010)

TEDIndia Fellow (2009)

Consultation to the Government of Uttar Pradesh on Reduction of Maternal & Child Mortality (2009)

Dasra-Social Impact Fellow (2009)

Speaker, Europe Asia Business School (2009)

Panelist, Haas School of Business Global Social Venture Competition (2009)

Sponsored Poster Presenter, World Health Congress, Washington, DC (2009)

Participant, Skoll Forum on Social Entrepreneurship (2009)

Panelist, SXSW Interactive, Austin, TX (2009)

Question Box in Final 15, NetSquared – USAID Competition (2008)

Guest lecturer, Berkeley University, "Poverty and Technology" seminar (2008)

Sponsored speaker, W3C Workshop on the Role of Mobile Technology in Social Development, Sao Paulo, Brazil (2008)

## EDUCATION

### Brown University - Providence, RI

All degrees simultaneous  
Magna Cum Laude, Phi Beta Kappa  
Recipient MacLeod Prize for thesis.

### Master of Arts

International Development.

### Bachelor of Arts, double major.

International Relations (Honors)  
Visual Arts