



2012 HEADS, BOARD CHAIRS AND BUSINESS OFFICERS CONFERENCE
Sustainability and Strategy

FRED DUST



Fred Dust

As a Partner at IDEO, Fred leads Systems at Scale, the group responsible for helping clients to answer large, systemic questions about infrastructure, from governmental shifts to behavioral change and beyond.

During his tenure, he has taken Nike executives shopping, helped to guide the realization of a future-focused education center at Stanford University, and worked with patients and staff to build innovative service models for the Mayo Clinic and Kaiser Permanente. He's also collaborated with the American Red Cross to redesign its donation experience and the Transportation Security Administration to evolve airport security. Most recently, he's worked with the Bill & Melinda Gates and Rockefeller foundations, the University of Phoenix, the US Agency for International Development, the US Office of Personnel Management, and the US Social Security Administration.

Fred serves on the Board of Governors at Parsons The New School and on the Advisory Board of the Aspen Institute. He lectures widely on various topics, including design methodology, future experience trends, and the potential of business on social innovation. He has taught classes at California College of the Arts and at the School of Environmental Design at the University of California, Berkeley. He holds numerous guest professor positions, including the Bruce Goff lectureship at the University of Oklahoma.

Fred's writing, published by various journals, appears in several IDEO books: *Extra Spatial* (Chronicle Books, 2003) discusses the design of spaces, and *Eyes Open: New York* and *Eyes Open: London* (Chronicle Books, 2008) are city guides that view exceptional experiences through an urban lens.

Prior to joining IDEO, Fred was a project architect at Fernau & Hartman, where he worked on retail and corporate projects, such as the Smith & Hawken headquarters and retail prototype and Oxygen Media. He also spent eight years working in the art world with major organizations (Hotwire Productions, the San Francisco Museum of Modern Art, Galería de la Raza, and others) and independent artists, supervising the development of interactive art installations and assisting in the production of film video projects.

Fred holds a bachelor's degree in art history from Reed College and a master's in architecture from the School of Environmental Design at UC Berkeley.