



Business Design Portfolio



Transforming your Organization to Inspire Innovation

ALEX BUNDA, SOUTHWIRE SPARK
Innovation Center Leader



Our Value



We explore transformational business opportunities for Southwire.

We keep our eye on megatrends, market trends and technology transformations that could affect the wire and cable business to both ensure Southwire is not blindsided by disruptive technology or business models and ensure that Southwire can take advantage of new technologies and business models of the future.



We inspire a culture of innovation through sustainable, scalable toolkits.

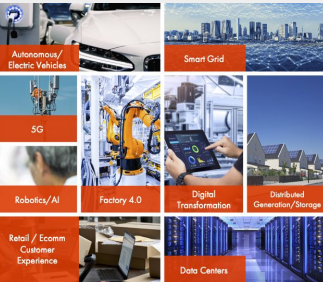
Our team of human-centered designers are subject matter experts in design thinking and employ new learning, new thinking and new methodologies to solve difficult business problems and permeate Southwire's organization with these tools, methods and processes.



We are a conduit for knowledge, perspective and creativity that exists outside of Southwire.

The Spark Studio was constructed in the Tech Square Community on Georgia Tech's Campus, a hub for innovation and future-making, next door to dozens of innovative companies, startups, accelerators and the Georgia Tech community of students and professors.

TOPICS WE'VE RESEARCHED



“Transforming your Organization to Inspire Innovation” Keynote design and presentation

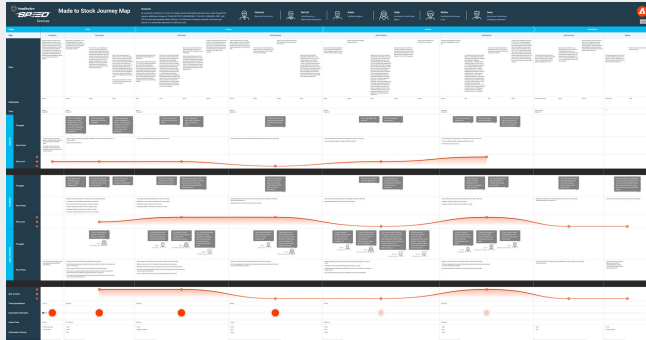
What matters in Innovation? What techniques and strategies should you be implementing? How do you resource, fund, and ensure the success of Innovation teams long-term? What business status-quos should you be reimagining altogether?

Alex shares with you Southwire's journey to conceive, produce, and scale Innovation inside of a large manufacturing organization. Learn how the Spark team explores **transformational business opportunities**, inspires a **culture of Innovation**, serves as the organization's liaison to **knowledge, perspective, and creativity**, and **enhances the Southwire brand** within Tech Square and the greater Metro Atlanta area.



Journey map and service model blueprint for scaling service business

To help a newly crafted service group become the benchmark in agile electrical solutions, Alex led a team through research, design, and facilitation of a journey mapping and service model blueprinting process to address a \$900MM total addressable market with significantly higher margins than the existing commodity business.





SPARK

Innovation brand design and studio layout

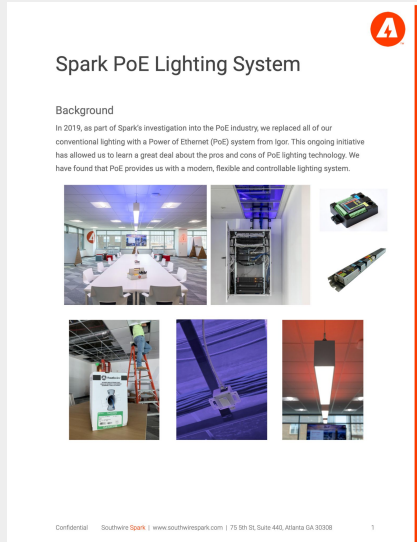
An effective brand is built on a core set of principles. Using them to inform organizational activities, products, services, and operations results in efficient processes and a strong brand.

The Spark studio space is designed to amplify the collaborative, interdisciplinary project-based work that is the foundation of the parent company's innovation practices. Alex was responsible for the design, construction, and, now, day to day operations of the studio.



Innovation team project updates

To inform, align, and allow for meaningful collaboration with the Spark's steering committee, Alex and his team designed a quarterly project update document to consolidate high-visibility projects into a single deliverable.



Disruptive technology experimentation and evaluation

In efforts to inform a well-researched and user-centric viewpoint on an emerging and disruptive technology, Alex and his team designed, installed, and evaluated a high-tech lighting system. This document was crafted to communicate progress, learnings, and recommendations based on the research. In addition, Alex was [featured at Cisco Live!](#) to showcase the technology.



Thank you.