

## **Robert Padulo, Ph.D.**

### **Bio Sketch**

Robert Padulo, Ph.D., is President of iWorkwell, Inc., which provides an A-to-Z advisory system — a total Human Resource solution online — that makes HR easy. Before founding iWorkwell in 1999, Dr. Padulo advised and/or invested in a variety of businesses, including several early-stage technology-related companies. Prior to that, he was a consultant at McKinsey & Company and president of TapeLicator, Inc. (maker of a patented one-handed tape dispenser). A graduate of Harvard University, he did his Ph.D. thesis, "Managing Corporate Transformations: Lessons From a Cross-Case Analysis of Empirical Studies," at Oxford University. During his doctoral research and consulting work at McKinsey, he conducted detailed studies of companies in different industries: media, consumer products, financial services, insurance, energy and health care.

A former High School All-American swimmer who qualified for the 1988 US Olympic Trials, Padulo is a marathon runner and double-black-diamond snowboarder.

Dr. Padulo volunteers and serves numerous civic organizations in a leadership capacity. A former Board member of America's TV JobNetwork, Inc., he has been: Chairman of the Board of Directors of Greater Philadelphia Cares — which helps 3,000 *other* non-profits by annually engaging 13,000 volunteers to serve ¼ million recipients; President of the Entrepreneurs' RoundTable at the Union League of Philadelphia; a member of the Board of Directors of: the Harvard Club of Philadelphia; of CityStep at UPenn — a program (of which Padulo is a co-founder) where college students introduce public school youth to the performing arts; and of Philadelphia Forward — a non-partisan non-profit educating the region about how Philadelphia raises and spends public money, and advocating government efficiency and fair, simple and competitive taxation, so Philadelphia can become a world-class city for businesses to create jobs. He recently joined the Sunday Breakfast Club, whose mission is to increase cooperation between business, academic, cultural and civic leaders in the Philadelphia region for more productive public service.

Specializing in change management, business development, and customer relationship management (CRM), Dr. Padulo has come to appreciate what it takes to develop and execute a winning strategy at some of the world's largest multi-national corporations as well as at the smallest private firms.

# ROBERT B. PADULO, Ph.D.

2020 Walnut Street, #32A  
Philadelphia, PA 19103

(215) 882-1304  
rpadulo@post.harvard.edu

## *Experience*

**Founder, President & CEO: iWorkwell, Inc.** Philadelphia, 1999-present.

- Conceived business, raised financing, recruited employees, negotiated partnerships, and launched business.

**Investor: Venture Capital and Public Equities.** Philadelphia, 1999-present.

- First-round investor, and advisor to several CEOs, at early-stage companies: Atlantis Components Inc., Coelacanth Corp., Knite Inc., Ovation Products Corp. Helped negotiate and structure financing, revise strategies, rewrite business plans, and bring in second-round investors.

**Consultant: McKinsey & Company.** London, New York, San Francisco, 1994-95.

- Coordinated R&D project on database marketing and developed the concept, principles and action steps of Continuous Relationship Management (CRM) — a new area of business growth for McKinsey. Designed Workplan, wrote Interview Guide, consolidated knowledge drawn from client engagements, identified external experts, conducted interviews and case studies, organized first McKinsey CRM conference, and analyzed project findings.
- Examined and critiqued client's four-year transformation program — one of the largest, most complex change efforts undertaken to date. Documented findings as case study to be used as learning tool for client and for McKinsey's London partners.
- Analyzed and then redirected a company two years into its reengineering program. Measured performance, identified implementation problems, created model of business, evaluated needs, and proposed solutions to guide future strategies.

**President: TapeLicator, Inc.** Philadelphia, 1995.

- Led development of patented one-handed tape dispenser, *The TapeLicator*®, from prototyping to marketing. Refocused the organization: set new agenda and long-term strategy, redesigned structure, selected strategic partners, hired outsourcing suppliers, assembled Advisory Board, wrote Business Plan, and raised capital.

**Teacher:**

- Chemistry & Physics: St. Andrew's Priory School. Honolulu, 1990-92.
- English as a second language: private language school and a staffing agency. Tokyo, 1986-87.

## *Education*

**Oxford University:** Ph.D. in Management at Balliol College, 2001. Thesis: "Managing Corporate Transformations: Lessons From a Cross-Case Analysis of Empirical Studies." Coursework included: strategy, marketing, finance, accounting, operations and information management. Book in process: *Getting the Right Model, and Getting the Model Right*.

**Harvard College:** Bachelor of Arts, 1990; 3.7 GPA. Philosophy. Additional coursework: cognitive science, physics, computer programming, logic, probability, multivariable calculus. Harvard College Scholarship recipient "in recognition of academic achievement of high distinction," 1988-90.

## *Activities*

**Other Leadership Positions:** Supervisor of Keywanettes Club; Coach of St. Andrew's Priory cross-country team; Dance-Theater Instructor in "CITYSTEP" program for inner-city youth; Representative to Harvard Undergraduate Council; Captain of Gator Swim Club; Captain of Massachusetts State Champion swim team.

**Swimming:** Qualified for US Olympic Trials, 1988; High School All-American, 1985; Boston Globe High School "Athlete of the Year," 1985.