

Department of Management
University of Notre Dame
360A Mendoza College of Business
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Education

Masters Health Administration, Marketing and Strategy (2000), University of LaVerne, LaVerne, CA
Bachelor of Science (1995), Michigan State University, Lansing, MI

Academic Interests

Design Thinking // Human Centered Design
Strategy
Consulting
Consumer Engagement
Entrepreneurship

Academic Appointment

Associate Teaching Professor, Department of Management, University of Notre Dame, 2010 – Present
Assistant Department Chair, Department of Management, University of Notre Dame, January 2016 – Present
Visiting Professor, Catholic University of the Sacred Heart, April 2017 – Present

Awards & Honors

Rev. Edmund P. Joyce, C.S.C., Award for Excellence in Undergraduate Teaching – 2017
James Dincolo Outstanding Undergraduate Professor Award - 2018

Academic Experience

Undergraduate Studies, University of Notre Dame

- Course: Innovation and Design - 2012 – Present
- Course: Business Problem Solving - 2010 – Present
- Course: Social Media Strategy & Analytics - 2014 – 2016
- Course: Principles of Management - 2011 – 2012

Master of Business Administration, University of Notre Dame

- Course: Social Media Strategy & Analytics - 2014 – 2016
- Course: Commercialization Strategy & Analytics - 2011 – 2013
- Course: Business Problem Solving - 2011 – 2013
- Course: Design Thinking – 2012

Master of Arts Management, University of the Sacred Heart

- Course: Innovation & Design Thinking (Milan) – 2017 – Present

Executive Masters of Business Administration, University of Notre Dame

- Course: Innovation & Design Thinking (Chicago) – Beginning in 2019

Entrepreneurship Masters Program (ESTEEM)

- Course: Design Thinking - 2015
- Course: Commercialization Strategy & Analytics - 2011 – 2013

Independent Study Courses, University of Notre Dame

Course: Sustainable Operations for Non-Profits - 2011

Course: Healthcare IT Competitive Analysis - 2013

Course: Commercializing Architecture Software for Sustainable Building - 2013

Other University service:

Design Thinking Workshops

- February, 2018 – EVP Leadership Retreat
- May, 2018 – Higher Ed Lean Exchange – How might we increase engagement in continuous improvement?
- July, 2018 – OIT – How might we reimagine Sakai?
- September, 2018 – Financial Planning & OIT – How might we design the university financial tools of the future?
- December, 2018 – OIT – What is the future of OIT communication?

Undergraduate Curriculum Committee – 2016 – Present

College Council – 2016 – Present

Center for Sexual Abuse and Prevention (CSAP) 2016 – 2018

SPF Advisory Committee 2017 (founding member) – 2017 – Present

Mendoza Women’s Leadership Initiative (founding member) – 2016 – Present

Deloitte Case Competition Judge – 2014, 2015, 2017, 2018

Design for America faculty sponsor - 2015 – Present

Design for America National Competition Advisor – 2017 - 2018

Global Business Brigades faculty sponsor - 2015 – 2017

Building Bridges Mentor - 2011 – 2018

Burns Leadership Mentor - 2015 – 2016

First Year Studies Discernment and Life Journey Mapping - 2013 – 2015

Business on the Frontlines Team Advisor – 2012

Teacher as Scholars Instructor – February 2017

Glynn Family Honors Thesis Advisor – 2016 – 2017

Glynn Family Honors Thesis Advisory – 2017 – 2018

University of Notre Dame Health and Wellness Committee, 2014 – 2018

Professional Organizations / Community Involvement

St. Joseph Grade School Board, – 2019 - Present

Design Thinking in Higher Education (founding member) – 2015 - Present

St. Joseph Grade School Board, President – 2017 - 2019

YWCA, Board of Directors, 2012 – 2018

Plus 3, Advisory Board, March 2013 – 2018

St. Joseph Grade School Assistant Volleyball Coach, 5th Grade Girls, September 2017 – December 2017

St. Joseph Grade School Board, Secretary – 2016 – 2017

Camp Kessem Pie Your Professor - 2017

Camp Kessem Pie Your Professor - 2016
 YWCA Executive Committee, Nominating/Board Development, & Young Leaders 2014 – 2017
 Avanade Innovation Client Advisory Board - January 2016 – June 2016
 Entrepreneurial Edge Group, Beacon Health System, 2012 - 2015
 eQ2, Advisory Board, March 2013 - presenteQ2, Advisory Board, March 2013 – July 2015
 Community Life Commission, St. Joseph Parish, 2009 – 2014
 Workgroup on Consumer Engagement/Meaningful Use, Markle Foundation, 2009 - 2011
 Blood Bank of Delaware/ Eastern Shore, Board of Directors, 2001-2007
 Blood Bank of Delaware/ Eastern Shore Young Donor Advisory Committee, Founder & Chair 2002- Nov. 2004,
 Member 2002-2007
 Personal Health Technology Council, Markle Foundation, 2005-2008
 Workgroup on Consumer Access to HIE, Markle Foundation, 2006 - 2008
 HL7 PHR Standards Working Group – 2005-2007
 NHIN Consumer Empowerment use case 2006-2007
 Practice Transformation Workgroup/e-Health Initiative Working Group on Health Information Technology (HIT)
 for Small and Medium Medical Practices – November 2004-2007
 EHR-PHR Linkage Work Group (HL7 EHR Technical Committee) 2004-2005
 Continuity of Care / ASTM Standards working group – March 2004-2006
 SOS Rx Working Group – June 2004-2006
 Connecting for Health's EHR-PHR Working Group – January 2004-August 2004
 HL7 Care Settings, Profiles, and Outreach Work Group – Nov 2003-Feb 2004
 Organizational Leadership position in Continuity of Care Record Demonstration Project – TEPR, 2004
 Organizational Leadership position in Interoperability Showcase – HiMSS, 2005
 Greater Philadelphia Health Assembly, Board of Directors, 2001-2004
 Wilmington Rotary, International and Fellowship Committees, 2001-Nov. 2004
 American Red Cross, Liaison for Community Collaboration & Disaster Volunteer 2001-2005
 AIDS Delaware, HIV Community Educator 2001-2004

Professional Development

CSC Community Engagement Faculty Institute (2015) – Center for Social Concerns, Notre Dame
 Designing for Social Innovation and Leadership (2015) - United Nations Mandated University for Peace (UPEACE)
 Developing Software Using Design Thinking (2015) – SAP
 Lean Principles for Social Impact (2015) – Acumen and IDEO
 How to Scale Social Impact (2015) – Acumen and IDEO
 Global Social Entrepreneurship (2015) – Philanthropy University
 Design Thinking Deep Dive (2015) – SAP and Stanford d.School
 Market Segmentation at the Bottom of the Pyramid (2015) – NovoEd
 Making Sense of Social Impact: Acumen's Building Blocks for Impact Analysis (2015)
 Scaling Smart: Developing Repeatable Models® To Grow Your Impact (2015) – Acumen
 Lean Data Approaches to Measure Social Impact (2015) – Acumen
 Storytelling for Change (2015) – Acumen
 Developing Your Classroom Presence (2015) – Kaneb Center
 Design Kit – The Course for Human Centered Design (2014) – Acumen and IDEO
 Developing Rubrics (2014) – Kaneb Center
 Presentation Zen (2012) – Kaneb Center
 AMA's Finance Workshop for Executives (2006)
 Toastmasters (2004 – 2005)
 Executive Management Development, University of Delaware (2002)
 Intl' Management, University of Delaware, Spain, France, & Switzerland (Auditor-2001)
 Study Abroad – Political Science, University of New South Wales, Sydney, Australia (1994)

Invited Talks

April 4, 2018 – Young Women in Business, Mapping Your Life Journey
 February 27, 2018 – Executive Vice President Leadership Retreat – Design Thinking

December 2, 2017 – Clear Sighted Online Learning Series – Designing Your Life
 October 9, 2017 – Career Services - How to Approach and Analyze a Case
 August 31, 2017 –Moderator – Consulting Career Night (Moderator)
 September 15, 2016 –Moderator – Consulting Career Night (Moderator)
 April 11 – 12, 2016 – Designing the Ethical Workplace of the Future
 September 3, 2015 –Moderator – Consulting Career Night (Moderator)
 August 16, 2015 – Design Thinking for Catholic Social Charities USA
 March 20, 2015 – PwC Aspire to Lead panelist
 February 7, 2015 – Faculty Panel for Preview Weekend
 March 28, 2014 –Using Data to Predict Your Next Move (Moderator)
 February 7, 2014 – MBA Women’s Symposium
 September 3, 2014 – Consulting Career Night (Moderator)
 February 1, 2013 – MBA Women’s Symposium
 January 11, 2011 – Luncheon Keynote, Michiana Women Business Owners
 July 15, 2010 – Luncheon Keynote, Advancing Hoosier Women in Business Seminar Series
 January 28, 2010 – Guest lecture, UND, Entrepreneurship Go-to-Market Strategies (MBA)
 October 7, 2010 – Guest lecture, UND, Entrepreneurship Go-to-Market Strategies
 July 14, 2008 – Industry feedback to Health and Human Services Secretary Leavitt
 May 21, 2007 – Women’s Healthcare Executive Network – PHR Opportunities
 May 10, 2007 – NCPDP Conference – PHRs and Medication Therapy Management
 May 7, 2007 – Medstat User Group Meeting – Transparency of Healthcare
 March 28, 2007 – HIT HIPAA Summit, PHR Approaches
 March 16, 2007 – National Health Policy Forum, congressional and federal agency health policy staff, Personal Health Record Trends
 March 14, 2007 – Executive Pharmacy Forum, SureScripts, PHR Opportunities
 February 6, 2007 – BigMediaUSA.com Rx.Radio: Your Prescription for Health
 February 1, 2007 – Market News First (www.mn1.comMN1.com) PHR Trends
 January 25, 2007 – Nationwide Health Information Network Consumer Use Case, IBM December 13, 2006 – Consumer/Patient Behavior & Change, Consumer Health World
 December 12, 2006 – Building a Connected Community: Online Doctor-Patient Communication, Consumer Health World Conference
 December 6, 2006 – WHYY TV Interview - Business Brief segment of Delaware Tonight
 October 10-11, 2006 – Invitational Roundtable - Personally Controlled Health Record Infrastructure, hosted by Harvard Medical School
 September 29, 2006 – 1450 WILM Radio Interview – "Money & Politics in Delaware"
 September 28-29, 2006 – Invitational Roundtable - Personal Health Records and Electronic Health Records: Navigating the Intersections, co-sponsored by Kaiser Permanente Institute for Health Policy, American Medical Informatics Association, Agency for Healthcare Research and Quality, and Robert Wood Johnson Foundation.
 September, 2006 – Provided testimony for AHIC/Consumer Empowerment Workgroup and the Office of the National Coordinator for Health Information Technology (ONC)
 December, 2005 – Presented – M-Health and EOE conference
 October, 2005 – Presented - AMIA Consumer Health Informatics
 October, 2005 Presented - Connecting Americans to Their Health Care: Empowered Consumers, Personal Health Records and Emerging Technologies National Conference.
 September, 2005 – WHYY TV Interview - Business Brief segment of Delaware Tonight
 February 2005 – provided testimony to NCVHS Subcommittee on Privacy
 Angst, W.P. & Angst, C.M. (2005). Putting the Power at Consumers' Fingertips: Distribution of Personal Health Records for Maximum Utility. TEPR, Salt Lake City, Utah, May 14-18, 2005.
 February, 2005 Presented at HIMSS for NextGen on CapMed/NextGen interoperability. Presented at IHE on CapMed and SanDisk, Portable Patient Record solutions.
 Dec 2004, Presented - EHR Summit IV, Medical Records Inst. – Current & Future Trends of PHR
 Nov 2004, Presented – NextGen User’s Group Meeting on CCR integration
 October 2004, Presented – MGMA NextGen booth on CCR and PHR integration
 Sept 2004, Presented – MedInfo, AMIA Consumer Health Informatics Business Meeting

July 2004, Expert Panel – National Health Information Infrastructure (NHII), PHRs
June 2004, Presented – Markle Foundation Board of Directors, Connecting for Health: Review of Personal Health Record Industry – Challenges and Opportunities
June 2004, Presented – Human Computer Interface Lab Personal Medical Devices Workshop (University of Maryland) Patient Held Solutions for the Interoperability of Health Information – presenting Continuity of Care Record interface
May 2004, Moderator – TEPR Patient/Consumer Issues
May 2004, Presented – Towards Electronic Patient Records (TEPR) by the Medical Records Institute: Utilizing the Patient for Interoperability
Oct 2003, Presented – eHealth Developers Summit: Patient Held Solutions Interoperability
August 2003, Presented – Pay-For-Performance and the Role of the Patient
May 2003, Nominating speech for U.S. Senatorial candidate at statewide convention

Publications

September, 2018 Toward a Peer Powered Resource for Teaching Human-Centered Design Projects at the University Level (The University of Texas Austin, School of Design and Creative Technologies)
<https://designcreativetech.utexas.edu/toward-peer-powered-resource-teaching-human-centered-design-projects-university-level>

Work Experience

Pre-Seed Workshop Facilitator, Michiana, 2010 – 2014

Senior Director, Consumer Directed Healthcare, Metavante, Milwaukee, WI, (1/09-7/10)

- Successfully negotiated acquisition of CapMed in January, 2009 by Metavante Corporation
- Served as subject matter expert on the integration of financial management applications with personal health management and consumer-directed healthcare applications

General Manager CapMed, Division of Bio-Imaging Technologies, Inc. Newtown, PA, (11/03-1/09)

- Spearheaded effort to find buyer of CapMed, including ongoing strategic discussions between potential buyers, negotiation for transitioning team, due diligence, etc.
- Member of senior management team, reporting directly to the Bio-Imaging CEO.
- Responsible for \$2.5 million budget, with six direct reports and full P&L responsibilities
- Experience selling complex IT services to payors, employers, hospitals, providers, pharmacies pharmaceutical industry, and strategic partners
- Active leader in the Health Information Technology industry as a frequent speaker and participant on numerous committees and standard-setting organizations
- Continuous and agile strategic decisions about product and positioning made in rapidly evolving industry
- Surveyed target markets and executed related strategic plans, promotions, advertising, sales incentive programs, publicity, financial forecasts, pricing, product mix, and new product rollouts
- Secured high profile, large-scale projects with numerous Fortune 500 organizations
- Launched new product portfolio including updated programming language of legacy system and portable solutions to support new tag line of making healthcare personal and actionable
- Created strategic advisory council with industry leaders
- Successfully negotiated acquisition of CapMed Corporation by Bio-Imaging Technologies, Inc. in November, 2003, establishing Bio-Imaging's Personal Health Management Division

Chief Executive Officer CapMed Corporation, Wilmington, DE (8/02-11/03)

Executive Vice President CapMed Corporation, Wilmington, DE (3/01-8/02)

Director, Marketing and Business Development CapMed Corporation, Wilmington, DE, (2/00-3/01)

- Created business plan and orchestrated exit strategy for initial investors
- Single-handedly negotiated and closed acquisition of CapMed Corporation to Bio-Imaging Technologies, Inc.

- Negotiated financial resolution with CapMed Corporation creditors
- Maintained a lean burn rate while re-launching company, and created a team of advisors and consultants in key target markets
- Managed all facets of the corporation from development and marketing to finance
- Secured funding to develop and launch new HealthKey product, and began re-growth process
- Created first-ever, ubiquitous health technology device (patent pending) that enables HIPAA secure portability of health information, enhancing current offering and expanding market opportunities
- Managed the ramping-up of a start-up business, including creation of corporate identity (branding strategy, web design, and support materials), developing business plans and strategies, assisting with establishing management team, and addressing operational issues between two corporate locations
- Provided insight into product development direction to simplify usability, improve function, and improve aesthetics, helping product to receive 2006 TEPR PHR of the Year, and TEPR award for Best of Breed Health IT Solutions in 2001
- Executed and managed public relations campaign for televised promotion and personal appearance on QVC, and co-managed product promotion for all media

Strategy and Planning Consultant, Christiana Care Health System, Wilmington, DE (1999-2000)

- Analyzed direction for market expansions by utilizing a variety of market assessment tools
- Presented market opportunity analysis to key decision makers
- Completed hospital-wide future trends report distributed to executive-level administration that earned high praise for comprehensiveness, content, readability, layout and design

Special Projects Officer, Princess Margaret and King George Hospital, Perth, Australia (1998)

- Developed Keynote Session for the Centenary Congress of the Australian Medical Association – interviewed international healthcare experts and composed video on future healthcare trends. Received outstanding recognition from the AMA
- Integral in setting market strategy for major health system with comprehensive and well-communicated reports to support CEO's initiatives to board
- Developed 4 sections of curriculum for a Masters program in health administration for Edith Cowen University:
 - Key performance indicators for hospital management
 - Evidence-Based Medicine (EBM)
 - Complementary medicine
 - Benchmarking for the hospital environment