

LYDIA S. MUSER

9711 Cedarhurst Dr • Houston, TX 77096-4113
lydia.muser.wg06@wharton.upenn.edu • (713) 898-9467

EXPERIENCE

INDEPENDENT CONSULTANT AND ENTREPRENEUR

Philadelphia, PA

Founder

2005-Present

- Help various organizations create business and marketing plans, financial projections, investor presentations, and project plans.
- Founded, obtained funding for, and operated two businesses.

Hx TECHNOLOGIES, INC.

Philadelphia, PA

Vice President, Operations

2008-2009

- Managed customer service, IT, and project management for small healthcare IT firm acquired by MEDdecision.
- Consulted on marketing, human resources, general management, and financial planning across the organization.

AMAZON.COM

Seattle, WA

Manager

2003-2004

- Led the \$300M Gifting business unit responsible for Amazon's wish lists, wedding/baby registries, and gift certificates.
 - Managed team of ten, creating long-term marketing and development strategy.
 - Oversaw development, launch, and support of Marshall Fields' registries for Target, Amazon's largest client relationship.

VULCAN, INC.

Seattle, WA

Program Manager

2001-2003

- Performed due diligence, research, and project management for Microsoft co-founder Paul Allen at his venture-capital firm.
- Advised portfolio firms and projects, e.g. Charter Communications and Space Ship One, on tech strategy, project planning.

SCIENT CORP.

New York, NY

Software Architect, Consultant

1999-2001

- Managed teams of up to ten engineers on project launches for startups and Fortune 10 firms. Promoted twice in 18 months.
- Provided firm-wide sales and technology strategy support as internal consultant to various projects.

NETSCAPE CORP.

Mountain View, CA

Software Engineer

1997

- Intern software engineer on Netscape Navigator 4.x for Windows team.

MICROSOFT CORP.

Seattle, WA

Program Manager

1996

- Intern program manager in the Microsoft Project Business Unit, creating specifications for future versions of Team Manager.

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration with concentrations in entrepreneurial management, marketing

2004-2006

- Winner, 2006 Price Fellowship: largest award granted to an entrepreneurial Wharton MBA student.
- Teaching assistant for mandatory public-speaking course and first-semester Operations Management course.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Cambridge, MA

Master of Engineering, Electrical Engineering and Computer Science

1999

- Head Teaching Assistant for MIT's first Web- and database course.
- Research assistant at MIT Sloan School of Management.
- Joint coursework with Harvard Law School.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Cambridge, MA

Bachelor of Science, Computer Science and Engineering

1998

- Burchard Scholar for excellence in the Humanities. Alumni class officer.

ADDITIONAL INFORMATION

- **Service:** Board member, The Birth Center, Bryn Mawr, PA, the largest freestanding birth center in the United States.
- **Music:** Soprano in the choruses of the Philadelphia Orchestra, Seattle Symphony Orchestra, Boston Symphony Orchestra.
- **Languages:** Basic Spanish and Romanian. Familiarity with French and Hebrew. Native speaker of English.