**PAYTON SHUBRICK**

Springfield, MA

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**EXECUTIVE SUMMARY**

An experienced innovative thinker who enjoys tough challenges facing traditional and emerging industries.

Skilled in design thinking and ideations to solve tough problems.

An advocate for cannabis entrepreneurs with a focus on debunking myths associated with marijuana use and benefits.

**PROFESSIONAL EXPERIENCE**

**6 Brick’s LLC** Springfield, MA

*CEO & Founder*  October 2018-Present

* Oversee all company activities to ensure growth, financial viability, and brand success
* Execute strategic roadmap and provide a unique and groundbreaking experience in an emerging industry
* Advance 6 Brick’s vision of advocating for those impacted by cannabis prohibition and engaging the community of Springfield

**American International College** Springfield, MA

*Adjunct Professor*  October 2020 – December 2021

* Taught business concepts and terms in Essential Business Concepts and Applications course MEM5400

**Smallify** Springfield, MA

*Smallify Facilitator*  September 2019 – April 2022

* Support marketing and strategic positioning of Smallify, a capacity-building firm
* Facilitate how to solve problems and seize opportunities faster, better and at lower cost
* Strategize and roadmap to surface the root cause of innovation challenges and generate solutions to start rapid prototyping

**MassMutual** Springfield, MA June 2015-Present

*Home Office Technology & Experience Strategist*  May 2019 – May 2022

* Redesign of the home office on-boarding and off-boarding of employees and contractors
* Strategy and road mapping of major technologies for Digital Workplace 2021
* Vice-Chair & Chair of the Young Professional Business Resource Group (2018-2021)
* ETX Diversity and Inclusion Committee (2019-2021)

*Research and Development Lab Manager*  July 2016 - May 2019

* Founded and spearheaded design thinking workshops for home office employees
* Formalized and established seven research relationships for strategic business initiatives
* Applied emerging and current technologies to solve for business problems, improve business processes, and promote cost savings
* Increased the company’s patent portfolio by thirty-five percent

*Research & Development for Workplace Solutions*  November 2015 - July 2016

* Supported R&D needs of the Workplace Solutions team by composing one pager documents and engaging trusted partners
* Oversaw commitments to advancing product and solution innovation for the home office as well as tracking trends
* Engaged information technology professionals and business partners to facilitate technology solutions

*Assistant Coordinator to TECH Showcase* June 2015 - November 2015

* Oversaw research and development initiatives for the TECH Showcase, an innovation hub for home office employees.
* Showcased new technologies to support change management initiatives.
* Introduced new and innovative technologies to the company (employees, agents, and customers).

**SKILLS**

**Language**: Basic Spanish **Computer**: Microsoft Word, Excel, PowerPoint, Visio, and Outlook

**Areas of Expertis**e*:* Strategic Planning, Innovative Problem-Solving, Project Management, Research & Development, Human Center Design Methodology, Internal Client Management, Technology Trends & Tracking

**EDUCATION & DEVELOPMENT**

**Bay Path University**  Longmeadow, MA Master of Information & Communication Management May 2018

**Leadership Pioneer Valley**  Pioneer Valley, MA http://www.leadershippv.org/ May 2018

**Executive Leadership Council, Bright Futures Development Week**  Miami, FL https://www.elcinfo.com/information/what-we-do/leadership-development-week  August 2017

**College of the Holy Cross** Worcester, MA Bachelor of Arts, Political ScienceMay 2015

**VOLUNTEERING**

**College of the Holy Cross Alumni Association**: Diversity, Equity, Inclusion and Belonging Co-Chair (2021-2023), Young Alumni Committee Co-Chair (2016-2019), President’s Council Committee Member (2018-Present), Bishop Healy Committee (2018-2021), and Black Student Union 50th Celebration Co-Chair (2018-2019)

**Connecticut River Conservancy:** Vice Chair (2021-2023),Diversity, Equity, Inclusion and Belonging Chair (2021-2023),Trustee (2018-2021)

**Community Foundation of Western Massachusetts:** Scholarship Review Committee (2019-2022), Distribution Committee (2020-2022)

**Western Mass American Red Cross** Diversity and Inclusion Lead (2019-2021)

**Springfield Museums:** Advancement Committee (2020-2023)

**INTERCOLLEGIATE ATHLETICS**

**College of the Holy Cross Women’s Track & Field Team**, NCAA Division 1 June 2011-May 2015

**RECOGNITION AND AWARDS**

*New Year Better Us Community Award 2022*

*100 Women of Color Honoree 2020*

*Holy Cross Alumni Association Young Alumni of the Year 2019*

*Business West 40 under 40 Class of 2019 2019*

*MassMutual Patent Innovation Winner 2017*

*MassMutual Winners Circle Award 2016*

*Springfield City Council Honorable Mention 2016*

*George B Moran Award-Presidential Service 2015*

*The Carter G Woodson Award 2015*

*Bishop Fenwick Award 2014*

*Admirable Leadership Traits Award 2013*

*SGA Extraordinary Vision Award 2012*

*ALANA Rising Star Recipient & SGA Rising Star Recipient 2011*