FARRELL MURPHY

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Ithaca, NY 14850

EDUCATION

Cornell University- Johnson School of Business
PhD Candidate

University of Southern California- Marshall School of Business
MBA- STEM designation May 2020
ROMBA Fellow 2018/ 2019 (Full-Ride Scholarship)

University of North Carolina at Chapel Hill
BA: Anthropology, Public Policy, May 2014
GPA: 3.89
Phi Beta Kappa, Graduated with Highest Honors & Highest Distinction (Summa Cum Laude)

PROFFESSIONAL HONORS

Russell Reynolds Technology Breakthrough Award 2022
IBM Manager's Choice Award 2017, 2015 (2Xs)
Universal Studios "Celebrating You" Client Recognition Award 2016
IBM Eminence & Excellence Award

RELEVANT RESEARCH EXPERIENCE

Cornell University

- *Research in Progress*
  - Murphy, Farrell, Sam Hirshman, Suzanne Shu "Consumer Overestimation in the Probability of Parlay Bets"

Russell Reynolds, Los Angeles, CA

Diversity in Gaming and Factors in CEO Succession

- White Paper: "Game Changer: Building DE&I into the Gaming Industry's CEO Succession Process"
- Co-led the secondary data collection and primary research as well as spearheading the writing of the research project
- Worked jointly with the firm's Global Head of Research

University of Southern California, Los Angeles, CA

Department of Management & Organization: Independent Research Project

- Thesis: "Paradoxical Deviations from Individualized Spending Identities: Explaining the Exceptions to the Exceptions"
- Conducted both a primary research study as well as collected secondary research data. The study focused on unexplained aberrations of documented inconsistencies in spending choices as it pertains to mental accounting

University of North Carolina, Chapel Hill, NC

Department of Anthropology Honors Thesis

- Thesis: "Unfreezing Bosnia: An Anthropological Evaluation of the Role of Internationals"

- Conducted primary research in Bosnia and Kosovo, meeting with various international organizations responsible for the post-war reconstruction of the former Yugoslavia
- Defended my thesis before a faculty review panel and received the distinction of Highest Honors

PROFESSIONAL EXPERIENCE

Korn Ferry, Charlottesville, VA

Senior Associate, Consulting, August 2024- Present

- Help lead the technology officers practice
- Advise private equity clients and portfolio companies around technology officers and c-suite leadership capabilities

Russell Reynolds, Los Angeles, CA

Associate, Consulting, June 2022- Dec 2023

- Helped lead the technology practice out of LA, advising clients around technology leadership and building in-house research capabilities and teams
- Delivered over $1.5M annually in revenue, led the execution on 10+ searches and helped bring in multiple key new accounts to the firm
- Co-authored a white paper of diversity in the gaming industry

Real Vision, Los Angeles, CA

Lead Product Manager, Jan 2022- June 2022

- Created and implemented the roadmap for all content discovery on the online platform from inception to delivery as well as formalizing an analytics division of the company
- Led the vendor selection process of a new hosting platform and led the content migration alongside the development team as well as spearheaded the relaunch of the platform
- Helped launch a new subscription tier leading to over $1M+ in revenue growth
- Led teams of junior product managers, designers, and engineers and partnered with business stakeholders

Product Manager, July 2020- Dec 2021

- Launched a new social platform arm of the business to 30,000+ members leading a 4-person design and development team, increasing membership acquisition numbers as well as retention
- Programmed the content for the platform along side the creative team and owned the analytics

IBM Global Business Services, New York, NY

Senior Consultant, June 2016-June 2018

- Led the design & development team as Product Owner for the delivery of a online loyalty experience for a grocery chain
- Created and implemented an internal marketing campaign and user adoption strategy to launch an internal website to 10,000+ practitioners globally
- Planned and managed the execution plan for the development of a wearable technology for a major theme park

Strategy & Analytics Consultant, July 2014- June 2016

- Created a six-year business case for a cognitive learning solution for a leading telecom provider
- Developed a mobile strategy and timeline for an aerospace engineer maintenance program to reduce flight delays

LEADERSHIP & COMMUNITY INVOLVEMENT

USC MBA Marshall Pride

President, February 2019- May 2020

Rikers Debate Project, New York City, NY

Curriculum & Personnel Co-Chair, March 2017- June 2018

Taught competitive debate skills to inmates in Rikers prison, co- developed the 14 week debate curriculum