LOGICAL DESIGN SOLUTIONS®

Media Kit

Company Overview

Logical Design Solutions (LDS) is a digital strategy and experience design consultancy. Founded in 1990 by CEO Mimi Brooks, LDS has helped market leaders realize their most important business and people strategies through technological innovation.

At LDS, we focus on organizational transformation to help businesses negotiate the exponential change and disruption of the 4th Industrial Revolution and the acceleration of these factors as a result of COVID-19. We imagine the **organization of the future** in each client's dynamic marketplace and unique circumstances. We anticipate the emergence of fluid business ecologies and networked ecosystems where organizations are rebuilding their legacy structures to become resilient by design. We create innovative experiences where culture is a way of working, growth is a mindset, and new human work is emerging.

Employee Experiences fit for future

Employee Experiences are the "street-level" view of your business ecosystem, from the vantage point of the people who need to most believe in your strategy and purpose. With your new operating model as our line of sight, we imagine and design innovative and game-changing experiences that readily connect people to the myriad resources around the organization at the right time, encourage adoption of new work practices, inspire engagement, and create a smart and adaptive experience-for-one.

We create Employee Experiences for diverse, global organizations on their transformational journeys.

- Digital Strategy & Roadmaps
- Post M&A event, People & Culture Strategy
- Workforce Segmentation, Profiles & Personas
- Employee Experience Strategies & Design

- Design Systems & Frameworks
- Content & Knowledge Strategies
- Talent & Engagement Experiences
- Governance, Adoption & Change

Worker Experiences that future-proof people and the business

The future of work requires a perspective of the workforce in various stages of change. Redesigning work – the human tasks and roles in future, automated work – is an iterative process of deconstruction and reimagination based on new work models. At LDS, we anticipate the impact of emerging "work everywhere" models where work comes to people, and people operate outside of rigid job and organizational structures. With machines lifting more repetitive work and predicting operational performance and future work, worker experiences focus on augmenting people in their new, human work. Customer-centricity, judgement, risk mitigation and creativity become the experience focus in work environments where people engage in a wide range of projects that flow in fluid cycles as customer needs and operational priorities dictate.

We design Worker Experience for industries and government who are reimagining human work in new organizational models.

- Workforce Transformation & Roadmaps
- Solution & Business Requirements
- Worker Experience Strategies & Design
- Worker of the Future Profiles & Personas

- Worker Research & Analysis
- Partnering with AI/ML teams to define & design human work
- Technology architecture and solution design

Mimi Brooks

Mimi Brooks is CEO of Logical Design Solutions (LDS), a consulting firm that envisions and designs enterprise digital solutions. Since founding the company in 1990, she has led LDS to become a recognized brand among the technology- focused management consultancies, and a trusted partner to Fortune 500 business clients. Mimi is a former AT&T executive with a career-spanning focus on organizational design, technology-driven business transformation, and research on the changing behaviors of business users.

Mimi is recognized as an industry thought leader and author on topics such as the future of work, organizational transformation and digital business strategy, and frequently presents to Fortune 500 leadership teams and at industry conference events.

Clients Include

LDS Management Bios

Martin Burns
Vice President,
Digital Architecture

As a leader of LDS' Digital Architecture Studio, Marty is charged with helping our clients realize their goals through the innovative mobile and digital solutions that LDS envisions, designs, and delivers. He leads many of LDS' most important technical relationships and engagements with our Fortune 500 clients. A member of the LDS team since 1996, Marty specializes in identifying key trends and concepts, contributing to LDS strategies and messaging, evolving project methodology and protocols, and recruiting and developing talent. With over 30 years of engineering and resource management experience, Marty helps to lead engagements that are designed to realize value through innovative, and often disruptive, digital enterprise experiences.

Prior to LDS, Marty was a software engineer and resource manager at AT&T and KBS Advantage.

Eric Dalessio
Senior Vice President,
Solutions Management

Eric is a senior strategic digital solutions architect with over 20 years of experience specializing in innovative, often disruptive, trends in the digital world. A member of the LDS team since 1999, Eric currently leads the Solutions Management practice. He leads many of LDS' most important relationships and engagements with Fortune 500 clients, helping them to realize their goals through the innovative mobile and digital solutions LDS envisions, designs, and delivers. In addition to his leadership role, Eric has served as the lead digital architect on various LDS engagements while also serving as a primary LDS researcher and facilitator on relevant innovative technologies.

Prior to LDS, Eric served as a solutions architect at the Bank of New York and with Drexel University's Center for Asynchronous Learning.

John Fee
Vice President,
Business Development

John has a career that spans 30 years in technology and consulting with more than 20 years as an operations and marketing executive in a variety of technology and consulting firms. John is a senior executive that brings a broad range of experience to LDS and offers that same experience to clients that he consults with.

For more than 20 years, John has held leadership roles at LDS in Operations, Marketing and Business Development.

Prior to LDS, John served as an executive at Thomson Corporation and CIO at Gemini Consulting.

LDS Management Bios

Ken Kuhl
Vice-President, Client Services

With over 25 years of experience in the consulting and software industry, Ken is an accomplished executive focused on envisioning and delivering transformative digital solutions for clients. He has led key accounts and complex engagements that have delivered game changing employee- and customer-facing solutions.

For almost 12 years, he has been part of the Logical Design Solutions leadership team, a market leader in delivering enterprise experiences. He has a strong record of achievement in leading Client Services, Business Development, and Operations for the organization. Working in partnership with Global 500 client-leaders, he and the LDS team have delivered enterprise-wide service delivery, digital workplace, knowledge management, talent management, collaboration, and communication solutions.

Prior to Logical Design Solutions, Ken led the digital strategy development for Harvard Business School Publishing's online properties, including the initial launch of HBR as an online experience. He also led the NY Project Management Practice for Proxicom, a leading internet consultancy during the 90s internet boom - where he focused on digital commerce and publishing solutions.

Arpita Tavan, PMP
Managing Director, Vice President of Service Delivery

Arpita is a resourceful senior leader of the LDS Business Strategy Studio with over 24 years of broad industry knowledge and experience. She has been a member of the LDS team for over 20 years, with a strong track record of envisioning digital channels to enable business strategies in complex business ecosystems. Her experience spans different industries and verticals; sales and marketing, advertising, manufacturing, finance, human resources, and other corporate shared services. Arpita leads strategy and business design consulting projects that realize value through disruptive digital enterprise experiences, typically as part of cross-functional, digitally-driven business transformations. She enjoys working on opportunities that demand holistic perspective factoring business goals, user experience and technology enablers for successful business and people outcomes.

Prior to joining LDS, Arpita served as a Manager of Information Technology at Mitsubishi.

www.LDS.com

info@LDS.com

100 Campus Drive, Suite 205
Florham Park, NJ 07932

@LDSConsulting

1-800-ASK-LDSI

@Logical Design Solutions

For Media Inquiries please contact:
Jeanne Achille (Devon PR Group)
jeanne@devonpr.com
732-706-0123, ext. 700