

RACHEL DODELL

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EDUCATION

2024 - Present **KELLOGG SCHOOL OF MANAGEMENT | MCCORMICK SCHOOL OF ENGINEERING** Evanston, IL
NORTHWESTERN UNIVERSITY NORTHWESTERN UNIVERSITY

MMM Dual Degree Candidate | MBA and MS Design Innovation, June 2026

- **Leadership:** Section Chair; MMM Admissions & Marketing Chair; Design & Innovation Career Trek Leader
- **Global:** London Business School Exchange (Winter '26); Intelligent Products course in New Zealand (Spring '25)
- **Award:** 1st Place in 2025 MBA Design Challenge, winning \$7K award for ideating new product concept
- **Projects:** F500 Automotive design research capstone on enterprise adoption of disruptive technologies; F500 Hospitality capstone leading human-centered design process to identify and solve for unmet user needs

2014 - 2018 **WELLESLEY COLLEGE** Wellesley, MA

Bachelor of Arts in Media Arts & Sciences, GPA 3.73 (Cum Laude Honors)

- **Coursework:** Human-Computer Interaction, Tangible User Interfaces, User-Oriented Collaborative Design
- **Leadership:** Wellesley News Digital Editor (2014 - 2016); WZLY 91.5 FM Radio Host & News VP (2014-2017)
- **Internships:** Harvard Law School Berkman Klein Center for Internet & Society; Intern at U.S. Census Bureau

EXPERIENCE

2025 **AMAZON** Seattle, WA
Senior Product Manager - Technical Intern, Alexa+ AI Internationalization

- Authored product strategy for AI localization across 600M devices in 52 countries, leading end-to-end discovery through 40+ cross-functional stakeholder interviews to secure VP-level alignment on global rollout
- Created foundational AI model testing methodology leveraging GenAI and LLMs-as-a-Judge, analyzing 25K+ foreign-language datapoints to diagnose and prioritize 3 customer-facing defects blocking new market launch
- Designed and shipped standardized AI framework adopted by 15 international PMs, embedding scalable testing processes into day-to-day workflows and driving cross-team adoption across future localization efforts

2017 - 2024 **CODING IT FORWARD, INC., NONPROFIT SOLVING GOVTECH TALENT GAP** Washington, D.C., New York, NY
Founder and CEO, June 2017 - June 2024

Scaling Organization

- Founded nonprofit solving talent gap in government IT (only 3% of employees are under 30); designed and launched CIF Fellowship, a first-of-kind solution placing early-career technologists into 60 government agencies
- Built 0→1 operating, legal, accounting, and HR infrastructure in partnership with legal counsel and accountant, scaling organization from dorm-room startup to 8 employees amid deep ambiguity as first full-time employee
- Drove business growth by scaling annual budget from \$0 to \$1.7M and securing \$3.2M in grants from leading technology philanthropies, including Schmidt Futures, Craig Newmark Philanthropies, and Emerson Collective

CIF Fellowship

- Translated insights from user and market research and iterative testing into product direction, driving placement of 700+ technologists into government roles, and delivering millions in cost savings for partners
- Developed end-to-end client engagement pipeline from 1 partner to 60 (5900% growth), independently managing up to 15 parallel deployments per cycle and generating \$3M+ in cumulative earned revenue
- Led full-cycle vendor selection, workflow design, testing, onboarding, and iteration of enterprise application software, diagnosing user pain points to increase processing efficiency by 20% for 4,500+ applicants annually
- Built and executed go-to-market strategy for outreach, including brand positioning and developing digital presence through content marketing, driving organization-wide adoption and increasing applications by 430%
- Served as proof of concept that inspired President Biden's U.S. Digital Corps, a "Peace Corps for technologists"

ADDITIONAL DATA

- Skills: Innovation Strategy, Workflow Design, Human-Centered Design, Product Strategy, User Research, Stakeholder Management, AI (LLMs, Prompt Engineering, Testing & Evaluation), Enterprise Deployment
- Awards: 2020 Social Impact Winner (\$75K), Harvard i-lab President's Innovation Challenge; Finalist in 2018
- Books: Cited as a critical innovator in civic technology books, *We the Possibility* and *Hack Your Bureaucracy*
- Interests: Museums, concerts (saw my favorite band 3x this year), needlepoint, and homemade ice cream