



Brooke Partridge - President and CEO

Brooke Partridge is CEO and founder of Vital Wave Consulting. She created the company to further emerging markets as a new discipline in business management. Ms. Partridge has led the company's development of innovative methods of research and analysis that enable the game-changing strategies needed for successful growth in emerging markets

For over 20 years Ms. Partridge has been a leader in emerging-market and emerging-technology businesses. Previously, she was the Business Director of the Emerging Market Solutions Organization at HP where she built the team that designed and commercialized HP's first technology solutions for developing economies. Throughout her career, Ms. Partridge has brought to market a wide variety of innovative technology solutions, managing all business functions including marketing, operations and R&D.

Ms. Partridge has lived and worked in several developing economies, including Perú, Chile and México, and spent extended periods of time in Western Europe and in South Africa. She lectured in the Department of Spanish and Portuguese at Stanford University and holds a Master's of Pacific International Affairs from UC San Diego, as well as a Bachelor of Science Degree in Economics and International Relations from the University of Wisconsin, Madison.

Public Speaking History

- Palo Alto Research Center (PARC)**, 2009 - Expecting the Unexpected: Technology in Emerging Markets (Guest Speaker)
- Pearson Publishing Forum**, 2009 – Emerging Market Expansion: Expecting the Unexpected (Keynote)
- Net Squared**, 2009 - The Opportunity for Mobile Services in the Developing World Keynote
- IEEE Humanitarian Tech Challenge**, 2009 - Expecting the Unexpected: Creating Sustainable Technology for the Developing World (Keynote)
- Commonwealth Telecommunications Organization**, 2009 - mServices, the Future of Telecommunications Profits in Emerging Markets
- Health2.0: User-Generated Healthcare**, 2008 - Health 2.0 Around the World
- Net Impact Annual Conference**, 2008 – The Business of Low-cost Computing Devices in Developing Countries
- Social Capital Markets**, 2008 – Public-private Partnerships in Successful Multinational Corporation ICT Investments in Developing Countries
- Global Health Frontiers**, 2008 - Emerging Markets of the Developing World (Keynote)
- Interplay**, 2008 - The Next Billion Customers: Capturing the Revenue Opportunity of Developing-world Markets
- Rockefeller Foundation**, 2008 - Sustainable Scale of mHealth in the Global South: "Making the eHealth Connection Global Partnerships, Global Solutions"
- GSMA Mobile Innovation Marketplace**, 2008 - Leapfrogging: Mobile Innovation in Emerging Markets
- UN Global Alliance for International Development**, 2008 - UN Meets Web 2.0 New Media, New Entrepreneurs, New Opportunities for Emerging Markets "Putting the T in ICT: Tech Companies Enabling Entrepreneurs"
- Haas School of Business, UC Berkeley**, 2008 - Emerging Market Business: Opportunities, Trends and Strategies
- Net Impact Annual Conference**, 2007 - Business Strategies for Multinational Corporations in Emerging Markets
- Home Oriented IT**, 2007 – Commercializing Innovations: Taking New Ideas to Market
- Rest of World Roundtable**, 2007 – Sound Market Intelligence as a Foundation for Successful Development and Business
- Net Impact Speaker Series**, 2006 – Penetrating Emerging Markets: The Need for Market Data to Enable Growth
- Stanford's Digital Vision Program**, 2006 – Nuances of Business Case Creation for Developing-country Markets
- Center for Science, Technology and Society, Santa Clara University**, 2005 – Linking Economic Development and Business Development
- Guest lecturer at **Haas Business School, Stanford Graduate School of Business, and Johnson School of Business at Cornell University**, 2002-2005 – Emerging-market Business Expansion: Design and Development of Technology for New Markets
- Intel Sales Marketing Conference**, 2005 – HP 441 Multi-user Desktop PC Expansion in the Developing World
- Linux World**, 2004 – HP 441 Multi-user Desktop PC Technology and Commercialization
- Sixth Annual Ford Foundation Corporate Involvement Initiative Convening**, 2003 – Asset Building and Economic Development

Vital Wave Consulting executives frequently speak at conferences and seminars on a wide range of topics relating to business growth in emerging markets. The company also provides expert services in the design and facilitation of small and large group discussions on business strategy in the developing world.