

Danielle C. Batchelor
(415) 902-9059 • danielle@neuroflourish.com

Education

HARVARD UNIVERSITY, Cambridge, MA 2018 - 2021

Master of Liberal Arts, Extension Studies, field of Psychology

- GPA 4.0
- Recipient of Dean's List Academic Achievement Award
- Thesis nominated for The Dean's Prize for Outstanding ALM Thesis
- Thesis Title: *Understanding the Social Emotional Learning (SEL) Gap in U.S. High Schools: Do Teacher Mindset and Prior SEL Exposure Predict Receptiveness to SEL Adoption in Secondary Schools?*
- Thesis Director: Stephanie M. Jones, Gerald S. Lesser Professor in Early Childhood Development; Director of EASEL Lab, Harvard Graduate School of Education

NORTHWESTERN UNIVERSITY, Evanston, IL 1995 - 1998

Bachelor of Science, Theatre, School of Communication

- GPA 3.5 - Degree completed in three years
- Minor, Music Theatre Certificate Program - Admission by audition only
- Related coursework: 20th Century Theatre, stage performance with solid background in most aspects of theatre- majority of courses taken in Weinberg College of Arts & Sciences, solidifying a diverse education with liberal arts foundation

Professional Certification & Membership

WELLCOACHES SCHOOL OF COACHING

Certified Health and Wellness Coach

2021 - 2024

- Lifestyle Medicine Certificate
- Member, Wellcoaches professional community

INSTITUTE OF COACHING, McLean, Affiliate of Harvard Medical School

Affiliate Member

2019 - present

Professional Experience

HARVARD UNIVERSITY, DIVISION OF CONTINUING EDUCATION

Cambridge, MA

Teaching Fellow

2020 - present

- *The Neuroscience of Learning: An Introduction to Mind, Brain, Health and Education--Live*, synchronous course led by Dr. Tracey Tokuhama-Espinosa during 2019-2020 and 2020-2021 academic years
- Supported Dr. Tokuhama-Espinosa during live classes, provided extensive academic coaching to students (e.g., writing feedback, grading, support in developing academic questions and hypotheses for Semester Projects, research methods, etc.)
- Developed content and led live class sections for graduate and undergraduate students on topics including resilience & human coping, cognitive bias & heuristics, and ADHD & executive functions
- Worked alongside Dr. Tokuhama-Espinosa and other teaching fellows to grade student submissions
- Provided one-on-one mentorship and collaborative feedback to students; held weekly office hours

NEUROFLOURISH, LLC.

Houston, TX

Founder

2021

- www.neuroflourish.com is a platform that delivers curated resources and services designed to support human flourishing

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- Program includes individual and group coaching and community outreach, and will serve as a repository for recommended articles, books, and videos, all designed to support humans through the process of self-discovery, future visioning, and personal growth
- Co-Developer of a learning and brain science-based parent education series, in partnership with Harvard's *The Neuroscience of Learning* course teaching team
- All initiatives are fueled by a transdisciplinary framework that pulls from the fields of psychology, neuroscience, health, and education (mind/brain/health/education) and honors the inextricable relationship between cognition and emotion in learning and human behavior change
- The platform is intended to serve a translational role to help supply needed information known in academia to families, educators, and communities
- neuroflourish is strengths-based, evidence-based, and rooted in the tenets of Positive Psychology

COULSON'S CRIB, LLC.

Houston, TX

Founder/Owner

2007 - 2020

Founder and Principal of manufacturer of patented, branded children's products company.

- Invented consumer baby products and established business to support testing, manufacturing, and sale of products in both retail and direct-to-consumer sales channels
- Earned two United States Utility Patents, own copyrights and trademarks for inventions and all branding
- Led full life-cycle product development including prototyping, market research and product testing, component sourcing, domestic production and eventually off-shore production and importation
- Developed comprehensive sales and marketing strategy including ecommerce website (www.neatniksauce.com) and relationships with retail vendors (e.g., Babies R Us and Amazon.com)
- Implemented third-party fulfillment

MTV NETWORKS / ATOM ENTERTAINMENT / SHOCKWAVE.COM

San Francisco, CA

Director, Project Management

2004 - 2007

Director, Campaign and Sponsorship Management

Senior Manager, Client Services/Project Management

2000 - 2004

Client Services Manager/Sales Manager/Account Executive

Managed key customer relationships for digital entertainment company focused on creation of proprietary online entertainment content. Oversaw team of professionals that managed development and implementation of customized online advertising for key customers. Managed all branded entertainment programs, including coordination of ad sponsorships and offline elements. Lead interaction from development/contract phase through completion both internally (creative services, legal, engineering, ad operations, PR) and externally (agencies, client brand teams, outside developers, outside vendors).

- Increasing levels of responsibility over period of 7 years
- Helped lead integration of Atom Entertainment online ad operations into MTV Networks Digital advertising platform following August 2006 purchase by Viacom of Atom Entertainment for \$200 million
- Sponsorships included programs for Intel, Mattel HotWheels, LG Phones, Dodge, Sega, Nissan, Toyota, Microsoft, Sony Electronics, Sony Computer Entertainment (PlayStation), 7-Up, RadioShack, Ford, Mazda, Coca-Cola, Nike, Levi's
- Hired, managed, and mentored 4 Client Services Managers
- Held various roles through mergers and acquisitions of original company (Macromedia/Shockwave.com)

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SCHOOLS OF THE SACRED HEART

San Francisco, CA

Theater Teacher, Middle School

2001 - 2004

Taught theater elective for 6th-8th graders at Convent and Stuart Hall middle schools.

- Designed and led curricula which included exposure to theater arts and student improv
- Directed middle school musicals (e.g., Bye Bye Birdie, Guys and Dolls)
- Participated in the strategy and design phases for new, purpose-built school theater building

CBS INC.

New York, NY

Sales Assistant, CBS Broadcast International (“CBI”)

1999 - 2000

- Assisted with direct sales force worldwide, with principal coverage responsibility focused on Australia (Foxtel, Nine Network, Seven Network) and New Zealand (TVNZ, TV3, Sky Network)
- Executed deal memoranda & international license agreements; managed international sales rights in Harpoon Data System

GREY ADVERTISING

New York, NY

Account Coordinator

1998 - 1999

- Representative client assignments included: Proctor & Gamble (various), Olive Garden, Panteen, Seagram, Panasonic
- Coordinated efforts of Account Executives/Supervisors; trafficked materials to/from clients; transacted insertion orders

Community/Volunteer

CARNEGIE VANGUARD HIGH SCHOOL (CVHS)

Houston, TX

Executive Board Liaison

2021

- Current liaison between the Houston Independent School District Board and the CVHS Executive Board
- Attend monthly HISD School Board meetings and distill/synthesize information important to CVHS
- Report school-relevant district level highlights to CVHS leadership, executive board, and general membership, on a monthly basis

Special Events Volunteer

- Assist in planning and executing events for CVHS parents and students

NORTHWESTERN UNIVERSITY

Houston, TX

Co-Director, Alumni Admission Council

2021

Director, Alumni Admission Council

2013 - 2021

- Lead planning and coordination of all Houston-Area interviews for prospective undergraduate students
- Host meetings for interviewers, accepted students and local alumni
- Direct communications with Office of Undergraduate Admission, alumni interviewers, and students

HOUSTON SYMPHONY

Houston, TX

Chair, Popular Programming Committee

2013 - 2019

Governing Director, Executive Board Member (three terms)

2011 - 2020

- Chair of committee that plans programming for the Houston Symphony Pops, the popular music arm of the Houston Symphony. Notable performances included: Seth Macfarlane, Bernadette Peters, René Elise Goldsberry, Chris Botti, and others
- Member of Houston Symphony Society Board and Houston Symphony League

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ST. MARK'S EPISCOPAL SCHOOL

Houston, TX

Annual Fund Chair

2016 - 2017

- Led annual fund-raising campaign for Pre-K through 8th grade private school
- Campaign resulted in record-level donations for school facilities, teacher training, and technology enhancements

THE CHILDREN'S FUND

Houston, TX

Member, Board Member

2008 - 2013

Board member of Houston-based nonprofit focused on identifying, evaluating, and allocating funds to early-stage non-profit organizations serving disadvantaged children and their families in the Houston Area.

- Completed 5-year membership commitment, 2-year Board Member
- Evaluated numerous grant requests, conducted on-site visits, and helped lead diligence of post-grant audit of fund use.

Personal Interests and Hobbies

Time with family (I have 2 boys and am married to my high-school sweetheart!), musical theater, downhill skiing, travel, painting (www.tiniestthread.com), listening to different perspectives, learning, hiking, collaborating, cooking, exploring and sharing findings from the learning sciences