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PAM SCOTT

USING HUMAN-CENTERED DESIGN TO ADDRESS
UNINTENDED TEEN PREGNANCY IN TANZANIA

Pam is a thought partner and philanthropist guided by a passion for insight, ideas, action and impact. She helps teams and organizations discover and leverage the inspiration that only comes from directly connecting with and finding design inspiration from the people they aim to serve – a practice known as Human-Centered Design (HCD). Since the early 1990s, Pam has inspired companies like Nike, Levis, and MINI to be more consumer-focused and therefore innovative, and helped start-ups define their brand and purpose in more compelling ways.

Pam has practiced HCD at a number of companies, including one she founded – The Curious Company. In 2003, her focus started to pivot towards the social sector. Most recently, she's brought HCD to the challenge of unintended teen pregnancy in Sub-Saharan Africa, with the ultimate goal to make sure girls everywhere have the resources to decide when they first become mothers. Pam co-directs her family foundation and serves on the Board of Directors of IDEO.org. She has spoken at the Aspen Institute and Clinton Global Initiative, and has been a guest lecturer at Stanford University's d School for more than a decade.

