

Daniela Broderick



Daniela Broderick, Consulting Associate, works with clients in the Executive Practice Area.

Prior to GG+A, Daniela served as the Chair of Joliet Junior College (JJC)'s Fine Arts Department, a multi-disciplinary unit that offers courses in Music, Art, Theatre, Communications, and Interior Design. In that capacity, she managed a staff of over 45 faculty and coordinators, and about 2,500 students per semester. She wrote departmental strategic plans, led the development of the Music Technology and Graphic Design certificate programs, and negotiated with the administration the allocation of additional non-operational funds equivalent to 150% of the departmental budget for new equipment.

Daniela was a tenured Professor of Music at JJC for nearly a decade. Among other accomplishments in that role, she initiated a successful fundraising campaign to purchase a Steinway grand piano for the JJC Fine Arts Theatre, and served as artistic director for the *Musica Viva* series.

Daniela served as a fellow with World Business Chicago where she participated in the early stages of the Harold Washington Library Center Strategic Vision project. She conducted interviews with Chicago Public Library leadership, and developed a patron's survey that yielded over 2,400 respondents.

While pursuing her MBA at the University of Chicago Booth School of Business, Daniela was Vice President of Careers for the Booth Social Impact Club, and received the Dean's Prize for Building the Chicago Booth Brand, and the Diversity Award. While taking the A.T. Kearney/Chicago Booth Strategy Lab course, she helped to devise a new product marketing strategy for an early-stage telemedicine company. She also led a team as project manager in the New Products and Services Lab on the development of a new endurance product concept for a leading performance nutrition group.

Daniela holds an MBA from the University of Chicago Booth School of Business, a Doctor of Musical Arts in Piano Performance and Literature from the University of Illinois at Urbana-Champaign, a Master of Music in Piano Performance from the University of Colorado, and a Bachelor of Music in Piano Performance from the Rio de Janeiro Federal University in Brazil.

She is also an active pianist, having performed with groups such as the Orion Ensemble, Rio de Janeiro Federal University Orchestra, Metropolitan Youth Symphony Orchestra, and Lewis University Quintet.