

Anthony “Tony” Bynum

MBA · MDM

Growth and Innovation Strategy | Design Capability Building | Executive Education

GROWTH & INNOVATION STRATEGIST · EDUCATOR · ADVISOR

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BIOGRAPHY

Tony Bynum is a strategist and educator with more than 25 years of experience helping organizations identify growth opportunities and build the capability required to pursue them. He is the founder and president of LYMNL LLC, a growth and innovation strategy practice focused on design capability building and adoption, consulting, advising, and executive education. At the IIT Institute of Design he serves as an Associate Professor of Practice and as an associate partner to the Executive Academy, which he previously directed. Earlier in his career he founded the Design Thinking Center of Excellence at Northwestern Mutual, where he was Principal Senior Director of Experience Design. His client work spans Fortune 500 companies, global nonprofits, and academic institutions, including Amazon, Bayer, BMW, Harley-Davidson, Sanofi, and SC Johnson, and he has led executive cohorts for Johnson & Johnson, Northwestern Mutual, and Sanofi. He holds an MBA and a Master of Design Methods, and he is a named inventor on four granted United States patents, with one application pending. He has been featured at Fortune Brainstorm Design, the STEM Connector Forum, and Design Observer.

25

Years of practice, not theory.

12

Executive cohorts delivered across Johnson & Johnson, Northwestern Mutual, and Sanofi.

4

Granted United States patents as a named inventor, held with an MBA and a Master of Design Methods.

5

Faculty appointments: IIT Institute of Design, Northwestern, Rutgers, CEDIM, and Lake Forest College.

AREAS OF EXPERTISE

Problem framing and reframing, so that teams address the real challenge before selecting a solution.

Strategic foresight, translating anticipated market shifts into decisions that can be made now.

Executive education program design and delivery.

SELECTED PUBLICATIONS AND APPEARANCES

Fortune Brainstorm Design, Macau, on-stage panelist, 2025.

STEM Connector Forum, “Beyond Skills: AI Powered Insights to Fuel STEM Engagement,” 2025.

Design Observer, “The New Era of Design Leadership with Tony Bynum.”