

**David Haygood**  
**Partner and Vice President of Client Advocacy, IDEO**

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David Haygood is a Partner and Vice President of Client Advocacy at IDEO. Based in the Palo Alto office, he concentrates on addressing business challenges with the firm's long-term clients and serves as the point of contact for government and public-policy programs.

David came to IDEO in 1999 with broad business experience. He previously led multifunctional teams for Atari, Hexcel Composites, Raychem Corporation, and Specialized Bicycle Components. He also managed technical or sales organizations in the aerospace, automotive, recreation, and consumer electronics industries.

Outside of the office, David's most memorable moments include serving as a US Army combat photographer in Vietnam, leading chapel services in a maximum security prison, and swimming from Alcatraz to San Francisco during a triathlon.