



Omowale Casselle Hinsdale South High School Class of 1998

Like many of you, Mr. Omowale Casselle is passionate about continuous learning and development which has led to him earning a Master's in Business Administration from Harvard Business School, a Master's of Science in Mechanical Engineering from the University of Michigan and a Bachelors in Science from my alma mater, the University of Illinois Urbana-Champaign. Omowale Casselle is the Co-Founder & CEO of Digital Adventures - a mission-based after-school & summer camp program with state-of-the-art learning studios in the Chicago area that teaches kids how to build with technology so they can one day change the world. Since launching Digital Adventures has taught over 2,000 students to build with technology.

2015 – Present

Digital Education Adventures, Inc.
Co-Founder & CEO

2016 – 2018

GE Transportation
Head of Product - Secondary Market

2016 – 2017

Wilmette/Kenilworth Chamber of Commerce
Member, Board of Directors

2011 – 2016

Outterwall, Inc.
(Parent Company of Redbox & Coinstar)
Director of Product Management & Operations,
SAMPLEit
Manager, New Ventures

2009 – 2011

Mysensay, Inc. – Co-Founder & CEO

2008

Flywheel Ventures
Associate (Venture Capital Firm) /
Business Development Manager (Portfolio Co.)

2003 – 2007

Ford Motor Company
Product Development/Management Engineer
(Leadership Development Program)

Education:

2007 – 2009

Harvard Business School
Master of Business Administration

2003 – 2005 & 2007

University of Michigan
Master of Science in Mechanical Engineering

1998 – 2002

University of Illinois
Bachelor of Science in Mechanical Engineering

Prior to Digital Adventures, Omowale led the development, launch & management of an interactive advertising & marketing platform, SAMPLEit (division of Redbox, Inc.), in high traffic retail locations like Walmart, Meijer that helped consumers trial, discover, and ultimately make more informed choices about their most important purchase decisions. While at SAMPLEit, Omowale led the engineering and product team that earned 2 patents for innovative use of kiosk hardware and mobile app technology.

Earlier in his career, Omowale was part of the new product development team at Ford Motor Company that successfully brought industry-leading vehicles to market including Ford Mustang, Ford Fusion, and Ford Escape Hybrid. While at Ford, Omowale also published a Society of Automotive Engineer paper based on research he conducted to improve the safety of sport utility vehicle frames through intelligent frame design that improved energy absorption.

Ms. Casselle states that “Hinsdale South provided me with an excellent academic foundation. From a series of honors and AP classes, I learned how to compete with some of the best and brightest during my formative years and went on to be successful at the University of Illinois, University of Michigan, and Harvard Business School.”

His legacy message to the students:

“Hinsdale South is an excellent learning institution. Due to the amazing opportunity you have been given, it is imperative that you utilize your talents to make a difference in the world. There are many difficult problems that require creative solutions. You have the potential to accomplish amazing things. However, it is important to remember that your high school career isn't an end but rather a beginning. It's where you build upon all that you have learned to go out and achieve what all those who have believed in you all those years know you are capable of.”