

Executive Profile

Product development executive with 18+ years of experience building the teams, systems, and capabilities that turn consumer opportunities into successful physical products. Proven leader of global, cross-functional organizations spanning Industrial Design, Engineering, Sourcing, Manufacturing, Compliance, and Program Management, with a track record of transforming product development operations and scaling them to match the size, complexity, and goals of the business. Combines a deep Industrial Design foundation with executive leadership and hands-on experience across diverse consumer-product categories, manufacturing processes, and global supply chains.

Core Expertise

Product Development Leadership | NPD & Innovation | Product Strategy | Industrial Design | Design & Engineering Leadership | Global Sourcing & Manufacturing | DFM & Value Engineering | Supplier Management | Compliance & Quality | Program & Portfolio Management | Team & Organizational Development

Experience**Artica Collective**

Vice President, Product Development | Dec 2023 - Sep 2026

Led Product Development across a ~\$40M portfolio of four consumer brands - SlumberPod, Colugo, Eversprout, and Doctor's Choice - with responsibility for Design, Engineering, Sourcing, Compliance, and Project Management. Member of the executive leadership team reporting to the COO.

- Built and led a global, cross-functional organization of up to 10 team members with 7 direct reports, operating across the U.S., India, and Argentina and integrated with development and manufacturing partners throughout Asia and Latin America.
- Transformed an ad-hoc, reactive development organization into a scalable stage-gated NPD system, establishing repeatable processes from discovery and product definition through design, sampling, testing, compliance, production readiness, and post-launch review.
- Scaled development capacity from approximately 6 to 30+ concurrent NPD programs without a comparable increase in headcount; improved estimated on-time launches from ~50% or below to 80%+, reduced average sampling from ~6 rounds to <=4, and cut sample-review turnaround from ~2 months to under 3 weeks.
- Led global sourcing and cost optimization across 40+ suppliers and eight countries, personally evaluating approximately 30-40 factories and expanding manufacturing beyond China into LATAM and additional Asian markets.
- Delivered significant cost and margin improvements, including a 47.1% blended FOB reduction across a 28-SKU line and cost reductions of 24.3% and 8.1% on brand-hero products, while consolidating manufacturing and improving supplier terms.
- Rebuilt the company-wide compliance function, bringing the active portfolio into compliance and reducing reliance on external consulting by approximately 95% within four months, supported by repeatable testing, documentation, registration, and renewal systems.

Catch Co.

Vice President, Design & Product Development | Aug 2022 - Mar 2023

Senior Director, Design | Sep 2019 - Aug 2022

- Led Product Development, Industrial Design, Graphic Design, Engineering, and Photography, spanning product strategy through commercialization with close involvement in Asian sourcing and manufacturing.
- Built the Product Development organization from a single designer to a 10-person multidisciplinary team spanning Product Management, Design, and Engineering; created a scalable team structure by developing and promoting talent into new leadership roles, while achieving 100% voluntary retention throughout tenure.
- Led development of 100+ products generating \$20M+ in sales and expansion into three new categories - rods, reels, and storage - helping evaluate opportunities and develop product roadmaps.
- Built Catch Co.'s first comprehensive NPD system, replacing a largely vendor-driven process with structured project blueprints, stage gates, design reviews, project management, testing and field validation, timeline and budget planning, and vendor communication - enabling increasingly complex, net-new development.
- Built a 2,000-sq.-ft. in-house prototyping and testing facility, accelerating iteration and validation of lures and rods before supplier sampling and eliminating weeks from portions of the development cycle.
- Rebuilt the Graphic Design function in six months, building a four-person internal team plus freelance resources, clearing 50+ overdue projects, and cutting average deliverable time approximately 50%.
- Directed IP strategy across 100+ patents, trademarks, and copyrights, partnering with outside counsel to determine which innovations and brand assets to protect and how.

Experience

Liberty Hardware

Senior Designer | Mar 2017 - Sep 2019

Led Industrial Design for New Category Development and Liberty's ~\$70M Shower Door category while contributing across a broader portfolio of home-hardware categories.

- Created Closets by Liberty from identification of an estimated \$70M market opportunity through consumer discovery, product strategy, Industrial Design, engineering, prototyping, and commercialization; developed a patented modular product system recognized with a 2021 ADEX Platinum Award and placement with Home Depot, Lowe's, and Wayfair.
- Conducted extensive consumer and market research - including focus groups, surveys, interviews, in-home observation, and competitive research - and helped translate unmet consumer needs into a configurable closet platform spanning multiple room sizes and use cases.
- Led Industrial Design and partnered closely with engineering and domestic and overseas manufacturing across injection molding, aluminum extrusion, metal stamping, machining, and wood fabrication, while directing junior design resources and supporting value engineering and DFM.
- Led design development for Liberty's Shower Door business, including its newest modular shower-door program, while also contributing to cabinet hardware, bath hardware, hooks/hook rails, and wall-plate categories.

Home Products International

Industrial Designer | Jul 2012 - Mar 2017

Designed and developed consumer storage, garment-care, and home-organization products from concept through manufacturing, partnering with domestic and overseas suppliers on DFM, prototyping, and commercialization.

- Designed a Walmart storage-tote collection generating \$60M+ in sales over two years.

TricorBraun Design

Industrial Designer | Jun 2010 - Dec 2011

Designed custom packaging and bottle solutions for global consumer brands, supporting concept development, engineering, prototyping, and production.

Trade Associates Group, Ltd.

Industrial Designer | Aug 2008 - Oct 2009

Designed seasonal housewares, furniture, home decor, and storage products for mass-market retail.

ACCO Brands, Swingline Division

Industrial Designer | Sep 2007 - Aug 2008

Developed office products and accessories from concept through production, including design research, CAD, prototyping, and DFM.

Education

University of Illinois-Chicago Industrial Design Program | BFA, Industrial Design, Magna Cum Laude | 2008

Recognition

2021 Platinum ADEX Award | Closets by Liberty

17+ Patents Awarded | Consumer Products, Storage & Organization, Packaging, Fishing, and Housewares