

Brad Barron

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Chicago, IL 60661

Education

MBA candidate, concentrating in Strategy & Management, Marketing, and Innovation & Entrepreneurship
Kellogg School of Management, Northwestern University | *June 2013-June 2015 (expected)*
BS in Packaging, Michigan State University
Aug. 2006-May 2010

Philanthropy

Development Board Member - Found Chicago (www.foundchicago.org)
March 2014-present

Developed a marketing and communication strategy to grow Found Chicago's private and corporate donor base in order to support our mission of rescuing, rehabilitating, and re-homing the most at-risk dogs in Chicago.

Activities

Team Lead, RD&E Intern Committee
Aug. 2010-Aug. 2012

Developed an RD&E intern curriculum in conjunction with Human Resources to enrich the intern experience and provide a better opportunity for skill assessment by S.C. Johnson.

Innovation & Sustainability Chair, Council of Packaging Professionals (CoPP)
March 2013-present

Currently lead a group of seven packaging engineer's to bring innovative technologies, ideas, and suppliers into the organization to promote innovative and sustainable thinking among the packaging department.

Technical Skills

- Experience with SolidWorks and Artios-CAD 3D modeling systems.
- Adept in Microsoft and Adobe product suites (InDesign, Illustrator, Photoshop)
- Business modeling and analysis (profit & loss statements, balance sheets and income statements, cash flow forecasts, market sizing).
- Basic programming in html5, css, and javascript.

Experience

Sr. Associate Project Manager **S.C. Johnson & Son, Inc.**
Home Cleaning Global RD&E – January 2012-present

Product Development Experience

- Led three "Top 15" (high profile) projects in the Home Cleaning division that impact major global brands such as Windex, Mr. Muscle, Pledge, and Shout.
- Guided cross-functional teams through a holistic product development process, from ideation to commercialization, to deliver ideal user experiences while meeting business, technical, manufacturing and sustainability goals.
- Used design-thinking methods to translate ethnographic observations to meaningful user insights and to develop new-to-the-world concepts that deliver against those insights.
- Mapped value webs and activity systems to identify new white space opportunities for innovation within product systems, business models, brands, supply chains, and customers.
- Used product development tools and approaches such as "jobs-to-be-done" and "design of experiments" to identify user needs and efficiently build products to meet those needs.
- Managed all technical project aspects such as budgets and timelines, requesting resources, and communicating project risks to upper management when appropriate.

Strategic Experience

- Co-led, with a marketing counterpart, a 6 month project in 2014 to develop the 5 year Windex brand strategy. The strategy encompassed product launches, brand experience, and channel activities that leveraged the strong Windex equity to deliver on a goal of \$100+MM in topline growth by the end of the 5 years.
- Led the Home Cleaning RD&E packaging sustainability program where I created and implemented a sustainability strategy designed to improve key company-wide packaging metrics by creating high-impact projects, fostering a sustainable culture, and structurally re-organizing for success.

Associate Packaging Engineer **S.C. Johnson & Son, Inc.**
Air Care (Glade) Global RD&E – June 2010-January 2012

- Knowledge and experience in developing, testing, and qualifying many different packaging components, including flexible films/membranes, adhesives, thermoforms, injection molded rigid plastic components, paperboard components, corrugated shipping cases (including retail ready packages), electrical devices, and glass components.
- Launched Glade Décor Scents™ product line in the US and expanded it globally with the launches of Glade Bouquet and Glade Discreet Décor Scents (Inventor on US patent D674,070).
- Worked closely with teams in Mexico, Indonesia, and Europe to support packaging changes for the \$80MM Glade Décor Scents™ product line globally.

Packaging Engineer Intern **S.C. Johnson & Son, Inc.**
Cross-divisional - Jan. 2009-Aug. 2009

- Supported development of 7 projects across 3 S.C. Johnson divisions.
- Developed supplier relationships, designed packaging, conducted compatibility and distribution testing, and wrote specifications in order to launch products on a given timeline.