

## PROFILE

Designer, maker, leader, entrepreneur, mentor, and lecturer with over 25 years of corporate and consulting experience in Industrial and UX/UI Design. I believe that great product experiences are built on a strong strategic foundation of deep user empathy, and are delivered via hands-on prototyping, rapid visualization, and user co-creation. I am a highly motivated leader and collaborator with a passion for creating and enabling teams and capabilities that create value and opportunities to step change industries.

## CORE SKILLS

**Strategic:** Design Leader - managing internal and external creative teams, Design recruiting, Operations, Design Thinking facilitation and leadership, upstream strategy development, technology development, innovation portfolio management and visualization, multi-level/functional/regional influence and collaboration.

**Executional:** Sketching, high-res visualization, physical & digital prototyping, Fusion, Adobe Creative Suite, Figma, and light Front & Back End development.

## PROFESSIONAL EXPERIENCE

### Senior Director, Design | P&G - Oral Care & Smart Products | July 2014-Present

*Frankfurt, Germany & Cincinnati, OH*

- Responsible for career plans, budgets, and resource management for a team of 16 Designers across North America, China, and Europe
- Led Vision Development for multiple Oral Care & Smart Products Innovation Platforms - Power Oral Care, Manual Oral Care, Accessories, Interactivity, Chemistry - example: Oral-B iO
- Led development of first in P&G Digital Design Capability - from external resources to fully internalized capability deployed against our categories biggest Consumer Jobs-to-be-Done
- Programs either led or co-developed are responsible for \$100's of millions in topline growth for the Oral Care Category over the past 10+ years

### Principal Design Manager | P&G - Oral Care | December 2010-July 2014

*Cincinnati, OH*

- Led visualization & development of portfolio management system used by Category Leadership Team
- Led strategic definition and development of category and company first Augmented Service Offering

### Principal Design Manager | P&G - Hair Care | November 2008-December 2010

*Cincinnati, OH*

- Led multi-functional teams delivering \$55 million cost savings year-on-year
- Achieved 30% reduction in 3D portfolio complexity and 50% reduction in time to market
- Developed highly flexible and scaleable manufacturing and development systems

### Senior Design Manager | P&G - Hair Care | October 2005-November 2008

*Cincinnati, OH & Kobe, Japan*

- 3D Design Lead for Pantene global brand re-stage delivered to multiple countries and regions
- Created 10-year vision for Pantene Treatments and Styling packaging

### Design Manager | P&G - Fem Care | November 2003-October 2005

*Cincinnati, OH*

- Delivered the 3rd largest initiative for Fem Care in previous 10 years
- Design Leader for category whitespace expansion from upstream development to go-to-market

### Senior Industrial Designer | LPK | 2000-2003

*Cincinnati, OH*

**Industrial Designer** | Philips Consumer Electronics | 1999-2000

Knoxville, TN

**Co-op Industrial Designer** | Philips Consumer Electronics (1998), Karrot Design Ltd, Hong Kong (1997),  
Philips Consumer Electronics (1996)

## PATENTS

Inventor and co-inventor on 300+ issued and pending patents spanning product innovation, user interface design, packaging & materials, and manufacturing processes. Portfolio includes innovations in smart product technology, oral care devices, sustainable design solutions, and digital user experiences.

## AWARDS & CERTIFICATIONS

**German Design Award - Gold** - Oral-B iO

**iF Design Award** - Oral-B iO

**Red Dot Award** - Oral-B iO

**CES Innovation Award** - Oral-B iO

**German Design Award - Gold** - Oral-B Clic

**iF Design Award** - Oral-B Clic

**Red Dot Award** - Oral-B Clic

**Good Design Award** - Oral-B Clic

**German Design Award - Gold** - Oral-B Smart Series 7000 App

**Red Dot Award** - Oral-B Smart Series 7000 App

**Cannes Lion - Bronze** - Oral-B Smart Series 7000 App

**IDSA/IDEA Bronze Award** - GE Buddy Lights

**Nielsen Norman Group - User Experience Certification**

**Harvard Business School - Executive Education** - Launching New Ventures (2014)

**Harvard Business School - Executive Education** - Leading Product Innovation (2010)

## EDUCATION

**University of Cincinnati** - College of Design, Architecture, Art, and Planning

Bachelor of Science in Industrial Design - 1999

*Industrial Design Student of the Year*