

ROBERT SMITH

Director Of Product Development

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Business professional with product management/development experience. Demonstrated success in developing new products and increasing company profits. Excellent communication, collaboration, and organizational skills.

EXPERIENCE

Director Of Product Development

Creata - 2014 - PRESENT

- Manage OEM and new IP projects from marketing briefs and concepts to production. Manage 4 persons in the US, and for 4 persons in China for operations, engineering and project management.
- Managed sculpting, modeling and project management for Activision Skylanders and toys to life product development. Managed timelines, costing and new idea development.
- Built new product development and brought new ideas for build play line of model kits that created a new category of products for 6+ age grade, which included lights sound, durable plastic material, snap-tite features and easy to build.
- Manage model and sculpting process for work-like and looks like models.
- Conducted product research on existing miniature gardening lines for quality, cost, and found a gap in the market for the lawn and garden and specialty toy and gift market.
- Conducted kids testing with models and concept ideas. Designed and developed a full line of fairies, accessories and planter kits. Finalized sculpting, modeling, tooling and production planning.
- Developed the pricing strategy for distributor, wholesale, and retail pricing.

Manager Of Product Lifecycle Management

Lastar - 2012 - 2014

- Managed the product lifecycle team consisting of 4 product managers and 4 product support managers to manage the full existing product line of audio visual cabling and connection solutions.
- Manage dell brand new product development from concept through production. Manage product manager, creative resources, prototype development, final design selection, approvals, tool start and production.
- Lead the team to review end of life opportunities for underperforming products and working with supply chain, sales and pricing teams to plan for inventory sell through, clearance or scrap.
- Manage sap and website product input and end of life updates to

ensure accurate recording of new and existing product information.
Reference [www. Cablestogo. Com](http://www.Cablestogo.Com).

- Work closely with asia teams in china and taiwan for product pricing, cost savings projects, timeline creation, and delivery schedules.
- Manage company rebranding of entire product line with new packaging, logo changes and manual updates. Manage timeline and communication with creative team and asia to plan and approve all details. Prioritize each product category and have weekly updates to project progress.
- Develop and implement new drawing standards, naming conventions, approvals process, and ecn processes for iso 9001. Participate in audits and quality improvements.

EDUCATION

- Associate Of Science in Engineering - June 2013(Elgin Community College - Elgin, IL)Bachelors Of Science in Business Management - (Olivet Nazarene University - Kankakee, IL)Seminar Certificate - Managing Technical Professionals And Organizations in Managing - (MIT) Certification in Project Management - (Xavier University)Associate Of Technology Degree in Computer Aided Design in CAD Design - (Elgin Community College)

SKILLS

PROTOTYPE, Pricing, Process Improvements, 3D Design Management, 3D Sculpting & Modeling Management