

# Tim P. Fletcher

321 Hallock Street, Pittsburgh, PA 15211 USA; Cell: +1 (412) 952-3755; email: tim.fletcher@onebusinessdesign.com

## Summary

Innovator with over 29 years' experience developing and managing the development of a wide variety of products for diverse industries. Proven management success in process development and innovation strategies in both private industry and volunteer-based professional organization. Career long experience working with many different professions in many different countries and cultures.

## Professional Experience

### **President/ Design Thinking Facilitator & Trainer**

**One BusinessDesign, LLC, Pittsburgh, PA, USA November 2014 – Present**

- ... Innovation training and facilitation using Design Thinking methods. Areas include; products and services, business model design and organizational change.
- ... Design patent and trade dress expert witness.
- ... Design Strategy Advisor - a) Develop culture of design thinking within your organization. b) Develop a highly functioning design department within your organization. c) Improve the quality of output you get from your design consultancies. d) Institutionalize a high level design look and feel across your organization (products, graphics, service and strategy).
- ... Outreach:
  - ... Webinar Presentation - Visual IP - The Value of Design Patents Trade Dress and Copyright – Catalyst Connection, Jan. 16, 2019.
  - ... Presentation – *Visual Intellectual Property: The Value of Design Patents & Trade Dress*. Design in Plastics conference, Detroit, MI, Nov. 6-8, 2017.
  - ... Cited in *The Other Side of Patents: What Design Can Gain from Looking Beyond the Lawsuits* by Michael Hages. Design Management Review; Volume 27, Issue 4. pp. 20 - 29.
  - ... Juror and Presenter – Design Turkey Awards and *Design and Business*, Design Week Turkey, Istanbul, Oct. 18-19, 2016
  - ... Interview - *Making the Connection: The Importance of Linking Manufacturers with Designers and It's All in the JAM*. Made in PA magazine. Winter 2016, Vol 7, Issue 1.
  - ... Presentation – *Design Matters: Changing Your Business Model By Design*, Pittsburgh Technology Council, Pittsburgh, PA, August 25, 2016
  - ... Board Member/Secretary - Design House, <http://www.designhousechicago.org/>, Oct. 2015 to Dec. 2018.
  - ... Presentation – *Design Patent and Trade Dress Overview*. Meetup, Pittsburgh, PA, July 16, 2015.
  - ... Participant and Moderator - *Design Your Business: Panel Discussion*. CREATE 2015 Festival, Pittsburgh, PA, June 12, 2015.
  - ... Presentation – *Design Thinking*. Young Presidents Organization meeting, Orlando, FL, March 25, 2015.
  - ... Teaching – Career Planning for Integrated Innovators. Carnegie Mellon University. Integrated Innovation Institute. Fall 2015 to 2017 semesters. Business Model Development. Carnegie Mellon University. Integrated Innovation Institute. Fall 2016 semester.

### **Business Development Manager**

**Daedalus, Pittsburgh, PA USA November 2009 to March 2015**

- ... Responsible for new business sales and marketing for the firm. Employee growth increased by 54%.
- ... Co-developed and facilitated Design Thinking methods in client projects.
- ... Strategic planning with clients; including voice of the customer, roadmapping, business model design and idea generation.
- ... Expert Witness – Design patent and trade dress infringement cases.
- ... Outreach:
  - ... Juror and Jury Chairperson – Sichuan-Taiwan Industrial Design Awards, Chengdu, China. Dec. 4, 2013.
  - ... Interview – *Five Minutes with Tim Fletcher* (article about doing business in China). Pittsburgh Business Times. June 5-21, 2011.
  - ... Juror – Core 77 Design Awards – Research & Strategy category. Rochester, NY. June 4, 2012

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- ... Advisory Panel – Pittsburgh Technology Council’s Creative Technology Network. March 2011 to Dec. 2012.
- ... Juror – Red Star Design Awards, Beijing, China. September 27, 2011.
- ... Presentation – *Industrial Design in Commercial Markets*. Sino-US Exchange of Industrial Design, F518 Bao'an District, Shenzhen Creative Industry Association, Shenzhen, China. Sept. 22, 2011.
- ... Interview - *College Prowler soars after making switch to business model*. Pittsburgh Business Times August 12-18, 2011.
- ... Presentation – *Design Thinking; What it is, What it is not and Why it is important*. LKK Design office (Beijing), ZTE headquarters (Shanghai) May 18 and May 27, 2011, Arriba Software (Pittsburgh, PA) April 17, 2013, Wuxi Design Conference (Wuxi, China) May 25, 2013 and Sichuan-Taiwan Industrial Design Awards (Chengdu, China) Dec. 4, 2013.
- ... Teaching – Practicing Design (Professional Practices). Carnegie Mellon University. School of Design. Fall 2010 - 2011 semesters.
- ... Presentations & Workshops: *Design Thinking*. Carnegie Mellon University, Engineering, Master’s Degree in Engineering and Technology Innovation Management. 2011 and 2013; and Tepper School of Business, Entrepreneurship for High Growth Opportunities class. 2010, 2012 and 2013.
- ... Presentations & Workshops: *Idea Generation and User Research*. Carnegie Mellon University, Tepper School of Business, Entrepreneurial Boot Camp. 2010 and 2012.
- ... Presentation: *A Sheep in Wolf’s Clothing: How to be a Design Thinker in an Analytical World*. IDSA Mideast District Conference. Grand Rapids, MI. April, 31, 2010 and IDSA Southern District Conference. Atlanta. April 21, 2012.

## Assistant Professor

**The Hong Kong Polytechnic University, School of Design, Hong Kong August 2006 to November 2009**

- ... Taught Industrial Design courses for Bachelor level students in Industrial Design and Engineering.
- ... Developed sales tools to introduce School of Design Research Labs and Centres to US corporations.
- ... Operations Manager for School of Design Annual (Graduation) Show for 2007 & 2008.
- ... Consultant on product development management in the University and with external clients.
- ... Outreach:
  - ... Presentation - *Design Thinking as a Solution to Strategic Planning* at the following conferences:
    - o 2009 Shenzhen Industrial Design Forum. Shenzhen, China. June 14, 2009.
    - o 2008 6th China (Wuxi) International Industry Design Expo. Wuxi, China. December 8, 2008.
    - o 2008 China International Consumer Electronics Show – Industrial Design Forum. Qingdao, China. July 11, 2008.
    - o 2008 First China (Shenzhen) World Industrial Design Forum. Shenzhen, China. May 17, 2008.
  - ... Interview – Various design topics for ATOP design web site. Shenzhen, China. December 5, 2008.
  - ... Panel Discussion: *Design*. Education USA-Careers Day. Hong Kong. November 22, 2008.
  - ... Interview – *Design Expert: Be in China to Assure Quality*. Plastics News; April 22, 2008.
  - ... Presentation - *Panel Discussion: Appreciating Differences: Teaching International Students*. IDSA Educational Conference. San Francisco, CA, USA. October 20, 2007.
  - ... Presentation - *We Think Differently; How to Better Communicate with Your Hong Kong/China Partners*. IDSA National Conference. Austin, Texas, USA. September 19, 2006.
  - ... Moderator (Master of Ceremony) of the Business of Design Week Conference, Hong Kong. 2006, 2007 & 2008.
  - ... First Round Judge for the Hong Kong Design Centre’s *Design for Asia Award (DFA)* 2007.
  - ... First Round Judge for the *Hong Kong Young Design Talent Awards* 2006.
  - ... Article – *It’s Socrates vs. Confucius*. Plastics News; October 9, 2006.

## Director of Design

**DAKA Development, Ltd., Hong Kong (Consumer Electronic Company) September 2005 to April 2006**

- ... Managed a department of five Industrial Designers and three Graphic Designers.
- ... Developed company’s first Roadmap of new products including launch dates by season and team members by project.

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- ... Developed Industrial Design process guidelines, which improved quality of output.
- ... Liaised with DAKA Engineering in China and the UK on a daily basis to creatively solve product development issues and maintain schedules.
- ... Outreach:
  - ... Presentation: *IP as the Basis of Business for Innovative Companies in Asia*. Danish Patent and Trademark Office. Copenhagen, Denmark. April 26, 2006.
  - ... Presentation: *Integrating Concepts, Technologies and Design*. HK Design Association's Design Entrepreneur Programme. March 25, 2006.
  - ... Presentation: *Strategies for Driving New Product Innovation*. Hong Kong Electronic Appliance Manufacturers Association. November 25, 2005.
  - ... Interview: *Out of the Box*. Hong Kong Trade Development Council. April 10, 2006.
  - ... Presentations of products to judging panels for design competitions.

### Director of Product Development

**Elumens Corp.,** Durham, NC USA (Simulator Product Company) **October 2001 to August 2005**

- ... Managed the business model change from selling standard product to selling custom solutions from the Product Development aspect.
- ... Developed concepts and component costs for custom simulator projects for commercial and military applications in US, Europe and Asia. Customers include The Museum of World Religions (Taipei, Taiwan R.O.C.) and US Army 160<sup>th</sup> SOAR.
- ... Technical Sales both at Trade Shows and on-site for customers worldwide. Worked to understand customer requirements and communicate how Elumens can meet their needs.
- ... Developed and maintained a vendor database for components in order to speed up the quoting process for custom projects.
- ... Researched and tested "off the shelf" materials to reduce costs. An example is finding a suitable Polypropylene for use as a front projection screen that reduced the cost of materials from \$60 per square foot to \$5 per square foot.
- ... Reviewed existing product lines for cost and part count reductions. Reduced inventory of Projector Stands by 73%.

### Vice President/Partner

**Gamil Design, Inc.,** Raleigh, NC USA (Design Consulting Firm) **June 1998 to March 2001**

- ... Managed new product development from initial concept sketches through manufacturing for a variety of clients.
- ... Shared the duties of Office Management, Sales and Marketing of the firm. Brought in new clients located in US, Asia and Europe. Raised International projects from 30% to 50% of total business.
- ... Co-developed highly detailed quoting, project timeline and customer requirements documentation.
- ... Designed and developed Sporting Goods, Infant Products, Electronic Equipment and Packaging.
- ... Outreach:
  - ... Teaching - Materials and Processes for the Industrial Design program. NC State University College of Design. Spring 1999 semester.

### Manager of Product Development – Feeding Division

**Evenflo Company, Inc.,** Piqua, OH USA (Infant Products) **March 1996 to May 1998**

- ... Designed and developed 7 lines of new products from initial concepts to production. Created timelines, evaluated international and domestic vendors and communicated with all departments as well as vendors. Managed 50 new Disney licensed products into the product line in one year.
- ... Hired and managed one direct report. Managed projects with 2-4 outside design consultancies a year.
- ... Developed and managed a \$750K department budget.
- ... Utilized research being conducted by universities, independent researchers and internal R&D staff in the areas of child development.
- ... Evaluated concepts from outside sources for inclusion in product lines.

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- ... Developed ISO 9001 procedures for product development, in a team environment. Served as an ISO internal auditor.
- ... Brought ProE CAD system into the department.

### **Industrial Designer**

**Roadmaster, Inc.;** Opelika, AL USA (Exercise Equipment) **October 1995 to March 1996**

- ... Designed and developed a new line of higher end treadmills.

### **Industrial Designer**

**Performance, Inc.;** Carrboro, NC USA (Bicycle Catalog) **October 1994 to October 1995**

- ... Designed and developed new Bicycle Accessories, such as tire pumps, automobile rack systems, and water bottle cages as well as packaging structures.
- ... Managed product development schedules based on introduction in five catalogs per year.

### **Senior Product Development Specialist – International Division**

**Gerber Products Company;** Fremont, MI USA (Infant Products) **August 1991 to September 1994**

- ... Designed and developed new infant feeding products from concept to production for both International and Domestic Markets.
- ... Managed the flow of information regarding new products between manufacturing, product supply and marketing to produce a complete product in a timely manner.
- ... Evaluated International and Domestic manufacturers.

### **Design Coordinator**

**Stahlwood Mfg. Co., Inc.;** Youngsville, NC USA (Infant Products) **July 1989 to December 1990**

- ... Designed new infant products.
- ... Managed timelines and international and domestic vendor communication.

## **Professional Development**

### **US Government Liaison Officer (appointed position)**

**Industrial Designers Society of America (IDSA) May 2011 to July 2014**

- ... Research US Government for mutually beneficial design connections and build relationships.
- ... Work with IDSA National Staff to build programs with the US Government.

### **International Liaison Officer - Asia (appointed position)**

**Industrial Design Society of America (IDSA) January 2007 to November 2009**

- ... Wrote newly approved IDSA By-Laws to allow for and manage International Chapters.
- ... Worked with stakeholders to begin the IDSA China Chapter. The first chapter outside of North America.
- ... Built relationships and mutually beneficial collaborations between IDSA and Asian design organizations. Including: Promotion of IDEA awards competition to Chinese firms and Design-centered US trips for Chinese manufacturers and brands.
- ... Interview - *Made In China: IDSA Launches First Asian Chapter*. Design Perspectives. Nov/Dec 2009.
- ... Interview - Various design topics for the Culture Talk show on CCTV-3. Beijing, China. November 7, 2009.
- ... Interview - *Industrial design group begins vote to add China chapter*. Plastics News. October 7, 2008.

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## **Chapter VP (elected position)**

**Industrial Design Society of America (IDSA) January 2005 to December 2006**

- ... Developed management training and seminars for the 28 Chapters in the US and Canada.
- ... Set up and moderated two Chapter Council meetings per year. The Chapter Council acts as a legislative body that develops policies from the grass roots to be presented to the Board.
- ... As an IDSA Board Member, I work in a team environment to develop policies for the entire organization.

## **Southern District VP (elected position)**

**Industrial Design Society of America (IDSA) January 2003 to December 2004**

- ... Developed management training and seminars for the five Chapter Chairs, covering the states of NC, SC, GA, FL, TN, AL, MS, LA & TX. Through this training and a constant mentorship we have been able to create a very strong IDSA brand in the South.
- ... Developed and implemented two (2) IDSA Southern District Conferences with an average budget of \$65,000. Duties included developing the conference theme, appointing volunteers to manage areas such as Graphics, Web Site, Treasury, etc. Secured sponsors that contributed \$20,000 to the total budget. Searched and coordinated with an average of 17 speakers per conference.

## **Carolina Chapter Chair (elected position)**

**Industrial Design Society of America (IDSA) January 1999 to December 2002**

- ... Managed events and information transfer for the Members in North and South Carolina. Events included a first ever exhibit of the entire Industrial Design process at the Mint Museum of Craft + Design in Charlotte, NC.
- ... Worked with individual Members to solve IDSA issues and other professional needs.
- ... As a result membership increased from 78 to 108 members.
- ... Organized The Designers Life Process' Presentations - a separate "conference within the conference" with presentations and discussions on issues that affect all designers during their professional life, such as unemployment, retiring, changing from profession to teaching and starting your own business. IDSA Southern District Conference 2002.
- ... Interview - *Fun and Function-Consumer Design Redefines High Style*. Tuscaloosa News. June 25 2000.

## **Computer Experience**

Business – Word, Excel, Project, Access, PowerPoint. Freemind.  
Design – Pro Engineer, Rhino, Fusion 360, Illustrator, and Corel Draw.

## **Travel Experience**

Professional: Hong Kong/China, Japan, Northern Ireland, South Korea, Sweden, Switzerland, Taiwan (R.O.C.), Thailand, UK, and extensive US travel.  
Personal: Australia, Austria, Belize, British Virgin Islands, Cambodia, Canada, China, Costa Rica, Cuba, Czech Republic, Dominican Republic, Ecuador/Galapagos Islands, Germany, Ghana, Greece, Hungary, India, Italy, Lichtenstein, Lithuania, Malaysia(Borneo), Malta, Mexico, Nicaragua, Northern Cyprus, Panama, Peru, Philippines, Sri Lanka, Switzerland, Thailand, Turkey, UAE, Vietnam, Yugoslavia(1988) and extensive US travel.

## **Patents**

**US** Design patents – 14; Utility patents – 3. **Europe** Utility patents – 1. **Australia** Utility Patent – 1. **WIPO** Utility patents - 2

## **Education**

IDSA Continuing Education Seminar – How to Serve as an Expert Witness in Design Patent Litigation, April 2015  
Masters of Design – Advanced Strategies, Hong Kong Polytechnic University, Kowloon, Hong Kong, November 2008  
Bachelor of Environmental Design in Product Design, North Carolina State University, Raleigh, NC, July 1989

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### **Memberships**

Industrial Design Society of America (IDSA) 1989 to Present

Intellectual Property Owners Association (IPO) 2017 to Present

Product Development and Management Association (PDMA) 2011 to 2015

Hong Kong Designers Association 2006 to 2009.

Design Management Institute 2008 to 2011

### **Honors**

Inducted into the Academy of Fellows, Industrial Designers Society of America, September 2009