

Insightful **Global Design Executive / Creative Director** with an innate talent for pulling together design processes and connecting innovation across the entire brand. Drive bottom-line impact by leveraging global footwear and apparel industry expertise with a personalized approach to product design and ability to connect design, trends, and consumer insights into aesthetically pleasing and profitable product lines. Build and lead globally dispersed design teams of up to 45.

Translate insights and emerging trends into product innovations with a successful history of launching new categories, improving development processes, driving sustainability, and transforming/expanding product lines. Possess the organizational courage to champion transformations, vision to influence executive decision-making/design culture, and humility/humbleness to listen and learn.

Career Highlights

- **Entrepreneurial:** Started a design consulting firm to help global footwear brands and local innovation startups with product design, design leadership, product creation support and collaboration.
- **Led by Purpose:** Excited to work with Manitobah Mukluks, a unique outdoor brand rooted in indigenous culture with a vibrant and positive impact vision.
- **Hands - On:** Working with a local start up as an Industrial designer to help launch new and innovative therapy products, 3D modeling, prototyping and coordinating with Asia based supply chain.
- **Design and Growth:** Played instrumental role in Timberland's growth from \$350M to \$2B by transforming and unifying brand design, establishing its signature identity, and envisioning innovations that generated hundreds of millions of dollars in new product sales.
- **Modernization:** Rebuilt creative team to deliver on Keen's transformation vision. Restructured innovation team to focus on footwear prototyping, blending crafted pattern making with modern digital 3D concept modeling and visualization.
- **Brand Extension:** Launched Lucchese's innovative lifestyle and steel-toe work boot collections, extending the brand into new product categories.
- **Sustainability:** Helped Timberland and Keen raise the bar on modern design by transitioning from traditionally sourced materials to new, sustainably sourced recycled/upcycled materials.
- **Design Awards:** IDSA Silver Award, Bata Shoe Museum – Toronto Canada, SFMOMA – San Francisco Museum of Modern Art, Reebok Designation Winner.

Creative Product Expertise From Concept to Consumer

- Product Design
- Brand Identity
- Materials Development
- Storytelling
- Go-To-Market Process
- Product Development
- Advanced Concepts
- Prototyping
- Style & Color Trend Research
- Concept Ideation
- Digital Rendering & Illustration
- Color Direction

Pawlus Design, LLC, Andover, MA

CREATIVE DIRECTOR | PRINCIPAL CONSULTANT

2020 – Present

Launched creative practice helping major name-brand shoe companies and start ups innovate with new designs, styles, and product/marketing strategies. Collaborate with leadership and development teams to define creative direction, redefine footwear designs, create and launch/relaunch products, and drive revenue growth.

Design and Innovation

- Industrial Design Alleviatetherapy.com / Innovative therapy device startup in the Boston Area.
- Footwear Design Direction Manitobah.com / Outdoor brand rooted in indigenous culture, vibrant and purpose led.
- Participated with over 10 clients over the past 2 years.

Keen Footwear, Portland, OR

VICE PRESIDENT, DESIGN AND INNOVATION

2018 – 2020

Recruited to drive sustainability design innovation, brand consistency and revenue growth. Led efforts to realign global Keen resources, provided leadership in materials design and color direction and leveraged consumer insights to inform design processes and ensure product/style relevance. Built and led seven-member team; managed \$1M in combined contracts and resources.

Design Innovation and Leadership

- Launched five new innovative, eco-conscious outdoor collections in 2020.
- Established brand guidelines, including sustainable design messaging and approved logo use, ensuring consistency across all product lines.

Process Improvement

- Accelerated and enhanced go-to-market processes by collaborating with global general manager, development teams across product development, logistics, operation, and marketing.
- More than doubled on-time efficiency for tech pack handoff (from 40% to 90%) through cross-team collaboration and redefining tool set.
- Increased delivery accuracy 70% by creating CAD templates for development and factory partners.

Lucchese Bootmaker, Dallas, TX

DESIGN CONSULTANT

2018

Contracted to extend casual lifestyle line and drive rapid-growth initiative for Lucchese's state-of-the-art steel- and nano-toe work boots. Guided executive decision makers (President, key Board members, company owner) on brand strategy and project planning.

- Extended Lucchese brand into two new markets in six months by spearheading ideation, design, prototyping and development of new lifestyle and steel-toe work boot collections.
- Partnered with development teams/production operations in El Paso, TX and China to develop/test products and ensure safety/ASTM compliance.

Timberland Company, LLC, Stratham, NH

VICE PRESIDENT, GLOBAL PRODUCT DESIGN AND CREATIVE DIRECTOR

2014 – 2018

Led effort to elevate and amplify Timberland brand DNA through toe-to-head style expression across all product lines. Oversaw 45-person global footwear and apparel design team driving global alignment in brand design, story, and delivery. Led seasonal creative direction and design, researched and coordinated global style trends, and spearheaded six-month project with BMW Designworks to deliver a global brand creative vision.

Design Innovation and Leadership

- Established Timberland signature identity with toe-to-head apparel product design in collaboration with industry-leading apparel, footwear, bag, and accessory designers.
- Envisioned, championed four-season brand identity through style, performance, and ecological design.
- Improved product relevancy by integrating consumer insights into collection designs.

GLOBAL SENIOR CREATIVE DIRECTOR | FOOTWEAR DESIGN DIRECTOR

2012 – 2014

Promoted to inspire, develop, articulate, and execute entire global footwear brand vision, including product story, brand color palette, materials, and textiles. Oversaw product concepts, brand management, materials sourcing, trend research, and global design teams supporting multiple product categories.

Design Innovation and Leadership

- Leveraged innovation to turn around/grow product line, generating \$100M in new revenue over first two years.
- Instilled design innovation into culture, brought original products to market for heritage company.
- Created and built Timberland Earthkeepers®, an ecologically conscious casual and innovative outdoor performance women's footwear product line.
- Developed Sensorflex concept and scaled across entire shoe collection, generating more than five million unit sales over three years and becoming catalyst for lightweight Timberland footwear with modern aesthetic.
- Formally acknowledged by senior leadership for insights, innovation and design contributing to VF Corp transition of Timberland.

SENIOR GLOBAL CREATIVE DIRECTOR, WOMEN'S FOOTWEAR DESIGN

2009 – 2012

Promoted to turn around Women's Footwear business through design innovations. Defined design strategies, directed trend research and marketing efforts, led fabric/leather development, and managed design team. Transformed footwear design by connecting categories and unifying brand design across all seasons.

Additional Experience

GLOBAL CREATIVE DIRECTOR, AUTHENTIC YOUTH	2007 – 2009
DESIGN DIRECTOR, URBAN FOOTWEAR TEAM	2004 – 2006
SENIOR DESIGNER, INVENTION FACTORY	2002 – 2004
INLINE DESIGNER, OUTDOOR	1997 – 2002
INLINE AND ADVANCED CONCEPTS DESIGNER, the Rockport Company, Marlboro, MA	1993 – 1997
REEBOK DESIGNOVATION INTERNATIONAL DESIGN COMPETITION WINNER, Stoughton, MA	1993

Education

BFA, Industrial Design/Fine Art, Summa Cum Laude

University of Michigan at Ann Arbor, MI

Reebok Design Competition Winner	Rockport Shoe Company	The Timberland Company				VF Corporation		Lucchese Bootmaker	Keen Footwear	PawlusDesign
93	93	97	02	04	09	12	14	18	18	20
Design-O-vation Internship	Advanced Concepts Inline Designer	Outdoor Designer	Advanced Concepts	DesignDirector Creative Director Authentic Youth	Senior Global Design Director Women's / Brand Creative	Global Senior Creative Director Footwear	VP of Global Product Design Creative Director	Design Consultant	VP of Design and Innovation	Owner Creative Director

PROFESSIONAL PROFILE

Insightful Global Design Executive and Creative Director with an innate talent for pulling together design processes and connecting innovation across the entire brand.

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SPEAKING PERSONALLY

How would you describe your leadership style?

I utilize an accountable empowerment style that defines clear objectives and develops a comprehensive strategy to achieve success. It is critical to collaborate with the team and key stakeholders to build a tactical plan that fuels an empowered team approach.

What is the secret of executing new product?

In a word, insight.

My leadership approach seeks to observe and gather understanding from multiple sources to develop a strong design-brief that the team can execute. From there, I leverage co-creative team brainstorming and team-concept building to merge ideas into more powerful concepts.

What are the benefits of your broad background in leading footwear and apparel?

My evolving career from inline designer to C-Level global design leadership poses a range of expertise and flexibility to adapt and bring value to an organization. Additionally, I get flexibility where I can wear multiple hats in organizations looking for flexibility and adaptable leaders.

What distinct advantage will you bring to your next role?

I will bring my expertise across product design, development, and marketing to bring brand growth, process transformation, and storytelling into the product creation process. My ability to conduct team brainstorming and concept ideation can fuel idea generation and elevate collaboration.




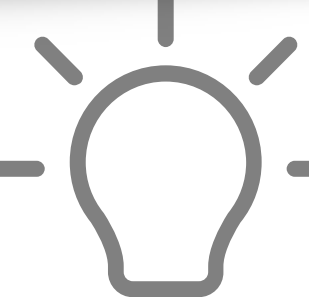

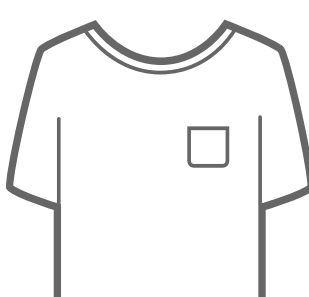
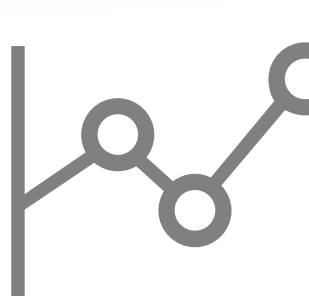
How do you approach organizational challenges?

When there are organizational challenges or process obstacles, I like to begin to look at the facts first. Next, I would collaborate with my team, cross-functional peers, and stakeholders to create a near-term solution to get the team and process back on track. If required, I would work for further improvements to ensure long-term success.

CREATING VALUE



Specialized Experience

-  Creative Product Direction Brand DNA / Branding
-  Collection Building Product Storytelling
-  Footwear Design and Development Management
-  Advanced Concepts & New Business Extensions
-  Ecologically Conscious Product Design
-  Apparel Design Management Knitwear / Sportswear / Outerwear
-  Color, Trend and Materials Analysis and Forecasting

Accomplishments

Global VP of Design -

Recognized for global design leadership abilities with professional presence connecting brand DNA across global footwear, apparel and accessories.

Led global 40-person team in multiple offices toward strategic growth targets, ecological design, new product strategies and innovation.

Team Transformation to serve fast paced, nimble footwear design and color teams to increase capacity and reduce timelines in an entrepreneurial performance brand.

Restructured Innovation teams to align with enhanced local prototype making and 3D modeling that integrated with manufacturing.