

Innovator and Strategic Product and Business Growth Leader

Creative Executive, Innovator, Change Agent, and Leader who impacts the bottom line thru increased Sales.

Results-driven leader with over 25 years of experience in product strategy, innovation, and business transformation across the lighting and technology industries. I bring a wealth of expertise in product management, analytics, and leading cross-functional teams to deliver profitable, customer-centric solutions. Known for my ability to drive strategy, product vision, and sales, I utilize data and market insights to inform decision-making, aligned with business objectives, and ensure product viability. I have consulted for a wide range of clients, solving complex problems and leading value-driven outcomes. Skilled in leading empowered teams in fast-paced, outcome-oriented environments, I excel at navigating complexity, fostering collaboration, accelerating value creation, and empathetic accountability.

Career Experience

Consulting Experience at Various Clients, Mullica Hill, NJ (Philly)

January 2017 — Present

Collaborated with clients across industries to provide strategic consulting in product innovation, design, and business operations.

Delivered customized product strategies for leading lighting and technology companies, aligning product vision with business goals and driving profitability.

Assisted clients with market entry strategies, operational efficiency improvements, and lean product management methodologies.

Some clients include: Many Tier 2 lighting brands, and HKC (products for Home Depot, Lowes, and Menards).

VP of Product Innovation/ Marketing (EOS Visionary) at Nova Flex LED, LLC, St. Cloud, MN February 2023 — April 2024

Directed product strategy and led cross-functional teams, driving profit growth with an increase in new product sales from <10% to 36% within 12 months.

Spearheaded product innovation through deep market research, VOC, and KPI analysis, ensuring alignment with business goals.

Led digital transformation initiatives, including a comprehensive website redesign and development of data sheets, which improved market presence, user engagement, and sales.

Coached and mentored leadership teams, implementing strategic alignment and fostering boundaries between working in the business versus on the business.

President – Design and Business Consultant at BrandKnew, Inc, Philadelphia area September 2018 — February 2023

Provided consulting services to clients in lighting and product design, including major brands like **Michael Graves, Elemental, Schonbek, Electrix, and Xicato**, helping them develop product road-maps and go-to-market strategies.

Conducted market research and competitive analysis to inform product "go-no-go" decisions, leading to increased profitability and operational efficiency.

Designed and implemented lean product development methodologies, resulting in the successful launch of new products for retail and commercial markets in record time, due to refined process development.

Delivered innovative solutions for manufacturing and field challenges, developing products like the **SMART Headphones for children, Mule Cart and Fan, Solder staple, seamless mounting systems, dot-maker and street lighting**.

Chief Operating Officer / Chief Innovation Officer at Q-Tran LED Inc. , Milford, CT October 2017 — September 2018

Consulted on and implemented a 4-year business strategy, building out NPD processes, flow metrics, and a sustainable operational structure.

Designed and deployed USA based SMT production line, driving operational transformation and new revenue channels for a new OEM business vertical.

Oversaw the strategic shift from transformer-focused messaging to a comprehensive lighting company narrative, positioning the company as a leader in the market.

President / Founder at OenergyLIGHTING, Inc., Orlando, FL

April 2009 – August 2017

Led the company's strategic direction, growing revenue to \$50MM @ 33% EBITDA through the establishment of a manufacturer representative network and OEM business models.

Drove product innovation, manufacturing, and sales market growth, including the successful launch of the FlexArray® brand.

Developed ERP systems to streamline customer service operations and scale the business, where each CSR could manage \$10MM in revenue annually.

President at zeroLUX lighting design merges w Simply By Others , Manhattan, NY

January 2001 – April 2009

Global Lighting design firm from NYC. Millions of square footage of high-end residences, and hospitality were the leading markets for the firm.

A few of almost 500 projects: (in no order)

Carolina Herrera Store(s) | Michael Kors Store(s) | Ganesvoort Hotel(s) | Edition Hotel(s)s | YAS Island - shell, spa, bar(s) | Bowlero - founding 10 locations | Fountainebleau Miami - spa, retrofit lamps | Dubai Festival City (Visual Terrain)

Key Competencies

Product Strategy & Analytics: Expertise in developing data-driven product strategies that align with business objectives, ensuring long-term value and viability.

Consulting & Problem-Solving: Proven ability to consult with diverse clients, providing innovative solutions that address complex product and business challenges.

Cross-functional Team Leadership: Skilled in leading empowered teams to achieve KPIs, fostering collaboration across business, engineering, and delivery teams.

Continuous Improvement: Advocate for rapid experimentation and iterative learning to enhance process efficiency and accelerate value achievement.

Customer-Centric Mindset: Deep focus on customer engagement and market research, delivering products that resonate with user needs and drive business outcomes.

Operational Excellence: Experienced in optimizing organizational structures, improving operational processes, and driving out waste through lean methodologies.

Certifications and Methodologies

EOS (Entrepreneurial Operating System)

Lean Product Development

KPI Measurement and Analytics

Cross-functional Team Leadership

Education

Fine Arts Technical Theatre, September 1988 – August 1992
University of Connecticut, Storrs, CT