

LENNY M. HOLDEN

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EXECUTIVE FOOTWEAR DIRECTOR

Research & Development | Global Production | Profit Optimization | Strategic Planning

An accomplished Executive with significant experience in global product development, sales and marketing, and supply chain for the footwear and apparel industries. A skilled relationship builder who has traveled the world and lived in Asia for 10 years to develop key alliances with industry partners in order to meet production and supply demands in constantly changing markets. A strategic planner skilled at developing solutions to resolve potential issues in order to reduce costs, increase productivity, ensure quality, and maximize profitability. An articulate professional and respected leader who relates well with people from diverse backgrounds and motivates team members to improve performance, boost potential sales, and exceed personal and professional goals.

AREAS OF EXPERTISE

- ♦ Footwear & Apparel Operations
- ♦ Global Product Development
- ♦ Cost & Margin Optimization
- ♦ Diverse Footwear Experience
- ♦ Environmental Initiatives
- ♦ Production & Supply Chain
- ♦ Purchasing & Demand Analysis
- ♦ Strategic Planning
- ♦ Team Building and Leadership
- ♦ Success Tracking & Metrics
- ♦ Quality Assurance
- ♦ Research & Development
- ♦ Marketing & Competitor Analysis
- ♦ Warehouse & Inventory Mgmt.
- ♦ Timeline Establishment & Mgmt.

Experienced in production in the USA, Korea, Taiwan, China, Indonesia, Malaysia, Vietnam, Brazil, Mexico, Macao, Spain, Italy, Thailand, and the Philippines.

Types of Footwear Experience:

Skate Shoes, Basketball, Cross Training, Running, Tennis, Hiking, Sandals, Womens dress footwear, Mens Casual footwear, Golf, Kids shoes down to crib sizes, Snowboard Boots, Vulcanized, Cold Process, Injection molding.

PROFESSIONAL EXPERIENCE

LMH FOOTWEAR CONSULTING, INC., FAN PLM, Principal (2011 to Present)

Offer development and sourcing consulting services for apparel and footwear merchandising and provide expert witness services for litigation. PLM Sales and Installation - Oversee all operations, including sales, marketing, product research and development, merchandising, and quality assurance. Assisted in the design and development of software that manages the development, merchandising, product line management, production, material library, pricing, and quality processes.

Consulting:

- Instrumental in the successful launch of Quiksilver/Roxy's apparel management software.
- Installed PLM with a men's suit manufacturer and wholesaler in the United States
- Consulted with a large manufacturer and wholesaler to set-up a testing lab in China.
- Advised a client regarding injection moulding sourcing for a surf bootie company.
- Developed, introduced, and launched successful new products for international markets, including Equestrian products resourced in Mexico, Taiwan, and Korea.
- Worked with several tech companies to develop prototypes for concept sales.

Selected Contributions:

- Resolved fitting and technical issues for a Canadian shoe company.
- Expert vulcanized footwear witness for a high-profile case, testifying before the International Trade Commission (ITC) in Washington, DC.
- Maximized efficiency and profitability by identifying areas of deficiency and implementing solutions to optimize processes.

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SOLE TECHNOLOGY, INC., VP of Footwear Development & Production (2001 to 2011)

Ran all footwear operations, including opening an R&D department, sourcing production in China and Vietnam, and establishing and managing a Logistics Team. Managed inventory demand, warehousing, and inbound products.

Selected Contributions:

- Increased revenue growth from under \$100M to over \$300M.
 - Improved productivity and performance by spearheading a demand analysis buying process, maintaining an excellent delivery track record, and developing successful SMU, (special make up) programs.
 - Maximized efficiency and accuracy by developing a net-based software for development, purchasing, and production.
 - Opened the first Biomechanics Laboratory for action sports, including skate, snowboarding, and BMX.
 - Enhanced water-based adhesion and material sustainability by leading green production efforts.
 - Researched and advocated domestic production processes in order to maintain quality and reduce production costs.
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ADDITIONAL EXPERIENCE

CONVERSE, INC., General Manager Footwear R&D Asian Operations | Director of Footwear R&D Operations | Senior Developer Basketball

Oversaw US sample making, budgets, and R&D operations.

Selected Contributions:

- Increased revenue by developing a technology used in 40% of footwear sales.
- Member of the three-person development team that launched the All-Star 2000.

PONY USA, INC., Director of Footwear SMU Development & Sales

Supervised development and sales for SMUs

LA GEAR, INC., Director of Footwear SMU Development & Sales | PLM Running/Tennis/Cross-Training

Ran a \$100M SMU program and designed software to streamline the development process.

AIRWALK, INC., Director of FW Operations

Original member of the Airwalk brand who developed the first Airwalk prototypes, set up an Asian office, designed the first cold process skate shoe, and developed the first snowboots made in Asia.

NORDSTROM (San Diego/Fashion Valley), Womens Shoe Sales, Ladies Shoe Buyer/Manager

Original member of the Fashion Valley store opening crew, first Nordstrom store in San Diego.

Sales Pacesetter, (one of top salesperson for womens shoes in the Company).

PATENTS

#8640291 (Issued 2/4/14) "The sole may include a bladder which extends an entire length of a foot."

#7832118 (Issued 11/16/10) "Footwear providing enhanced protection against extreme landing impacts."

#8276296 (Issued 7/6/09) "Dynamically responsive shock attenuation system for footwear."

#7278226 (Issued 10/9/07) "Footwear providing enhanced protection against extreme landing impacts."

#7020988 (Issued 4/4/06) "Footwear providing enhanced protection against extreme landing impacts."

#8640291 (Pending) "A vulc style and cupsole style footwear and a method for manufacturing."

Types of Expert Witness Experience:

Patent disputes, Trademark cases, Quality disputes, Contractual services disputes, Product liability

LITIGATION SUPPORT EXPERIENCE (EXPERT WITNESS)

2011

Case: Ugg vs. Bearpaw, Quinn Emanuel Urquhart & Sullivan, LLP

Status: Settled

Project: Dissected numerous Ugg and Bearpaw products to point out material, design, and manufacturing differences.

2015

Case: Skechers vs. Converse, Irell & Manella LLP, (Trademark issues)

Status: Won by Skechers

Project: Wrote a document on the history of vulcanized shoe production, two declarations, and gave a deposition in Washington DC

- Testified at the International Trade Commission (ITC).

2016

Case: Adidas vs. Nike, Kilpatrick Townsend & Stockton LLP, (Woven shoe patent)

Status: My portion of the case was dropped

Project: Wrote a declaration on patent claims being disputed regarding circular stitching.

- Participated in a deposition in Atlanta.

2016

Case: Skechers vs. Nike design patents, Irell & Manella LLP, (Design patents)

Status: Settled

Project: Searched for prior art, LA Downtown Library, catalog collector in Connecticut

2017

Case: Stride Rite vs. Firebug, Warner Norcross & Judd LLP, (Lighted shoe patent)

Status: Won by Stride Rite

Project: Participated in preparation of a declaration,

- Participated in a deposition in Grand Rapids.

2018

Case: Salas, Dina v. J and A Shoe Co., Inc., (Product liability)

Status: Settled

Project: Reviewed shoe in dispute and wrote a report

- Participated in a deposition in Las Vegas.

2019

Case: Bauer Hockey Ltd. v. Sport Maska d.b.a. CCM Hockey, Gowling WLG, (Patent issue)

Status: Won by my client

Project: Reviewed patent in question and historical patent references. Wrote 2 depositions, and gave

- Testimony in front of a court in Montreal.

My testimony was cited several times in the decision as a determining factor in the final decision.

2020

Case: Skechers vs Nike, Irell & Manella LLP, (3 separate patents/cases at issue)

Status: Settled

Project: Review historical printed information and consulted on patent at issue.

2020

Case: Skechers vs Golden Goose, Irell & Manella LLP, (3 separate trademarks at issue)

Status: Pending

Project: Review historical printed evidence and wrote a deposition and a rebuttal.

2020

Case: Not able list the case as the record is sealed, (Quality issue/Arbitration)

Status: In favor of client

Project: Review various production and sample products. Wrote a deposition.

➤ Testified via Zoom before the Arbitration Court

My testimony was cited in the decision as a determining factor in the final decision.

2021

Case: Tory Burch vs Olem, Winston & Straw LLP, (Trademark issues)

Status: Settled out of court

Project: Wrote deposition and rebuttal.

2022

Case: Adidas vs NAFTA Traders, Markowitz Herbold PC, (Contractual sales agreement issue)

Status: Pending, trial planned in 2023

Project: Submitted written report

2022

Case: Walmart vs Deckers Outdoor Corp., Garson, Ségal, Steinmetz, Fladgate LLP, (Design Patent issue)

Status: Pending

Project: Did research and prepared written report.

➤ Participated in a deposition via Zoom

2022

Case: F21 vs Airwair, Katten Munchin Roseman LLP, (Trademark issue)

Status: 2023 Settled in favor of my client

Project: Did research and prepared written report, wrote a rebuttal report

➤ Participated in a deposition via Zoom

Quote from lead law firm Partner – *“It really was a pleasure to work with you. I think your reports really helped us be in a position to resolve this.”*

2022

Case: Evan Appel/Integra vs Propper (Quality Issues)

Status: Pending

Project: Prepared written report

2023

Case: Chiurazzi Law Group vs Rocky Brands (personal injury case)

Status: Pending

Project: Review product in question and wrote a report

2023

Case: Jamar Law/Customs by Ilene Inc vs Arnold Porter Law/Nike, (Trademark issue)

Status: Pending

Project: Compared products and wrote a rebuttal report

➤ Participated in a deposition via Zoom

2023

Case: Eversheds Sutherland/PT. HTM/Mega vs Rocky Brands, (Quality Issues)

Status: Pending

Project: Inspected product in WH

2023

Case: Ervin Cohen & Jessup LLP Walmart, Inc./ACI vs Vans Inc., (Trademark issue)

Status: Pending

Project: Did research and prepared written report, wrote a rebuttal report.

- Participated in a deposition in person in Los Angeles

2024

Case: Goldberg Cohen LLP/ Next Step Group vs Deckers Outdoor Corp., (Design Patent issue)

Status: Pending

Project: Prepared written report