
STEPHEN SEFTON

Business Unit Manager - New Products

PROFESSIONAL SUMMARY

I bring an upbeat and approachable energy to every role I've had. My co-workers have given me the nickname 'Sunshine' for my positive outlook and ability to connect with others. My leadership philosophy centers on leading by example; I approach challenges with enthusiasm, welcome added responsibilities, and am always open to questions. My goal is to make the workplace enjoyable for those around me, creating a collaborative environment where everyone feels supported and valued.

EMPLOYMENT HISTORY

Business Unit Manager - New Products *GPI Anatomicals*

January 2023 - Present
Lake Bluff IL

- Manage a Portfolio of 5 to 10 New Products Annually from conception to delivery
- Lead the Business Unit for New Products bringing in 1M+ in Sales Annually
- Support an off-site (Remote Work) Sales Force in the USA
- Hire and manage vendors, suppliers, and contractors in the USA and in China/Hong Kong
- Work directly with Marketing Teams, Project Managers, and Engineers for Pharmaceutical and Orthopaedic Companies
- Create Goals and Targets for the Sales Force while maintaining Company Profit and Growth Goals

Head of Manufacturing *GPI Anatomicals*

Jan 2013 - Jan 2023
Lake Bluff IL

- Responsible and Accountable for everything GPI Anatomicals makes domestically and overseas
- Manage Graphic Artists, Industrial Designers, and Project Managers
- Hiring and training Support Staff, Industrial Designers, 3D Modelers, Graphic Designers, and Project Managers
- Quote vendors, set profit goals, and supply sales force with prices and production timelines
- On-site factory audits in China and Hong Kong
- Maintain Product Inventory and Injection Molds Movments in and out of our warehouse in China
- Data driven decision making for order quantities, and international shipping releases to maintain a domestic inventory
- Manage 1M+ in Stock sold on Amazon and 1M+ in Custom Projects.

Custom Projects Manager *GPI Anatomicals*

Jan 2009 - Jan 2013
Lake Bluff IL

- Responsible and Accountable for GPI Anatomicals new stock products and custom jobs
- Hiring and Training an Industrial Designer/Project Manager to fill my role
- Concept generation using CAD, Renderings, Photography, Photoshop, Illustrator, and InDesign
- CAD for Manufacturing using SolidWorks to create Injection Molds, Rotational Molds, RTV Molds, Vaccum Forms, etc.
- Created Enterprise Project Management (EPM) Solution with MS Sharepoint and an outside consultant
- Created SOP's for using EPM for the company, it's employees, and it's vendor partners
- Created filing systems and naming conventions for all documents in our ten standard workflows
- Changed the company from 3-Ring Binders, Printing, and Paperwork to a Digital Company

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Business Unit Manager - New Products

EMPLOYMENT HISTORY CONTINUED

Industrial Designer/Project Manager
GPI Anatomicals

May 2006 - Jan 2009
Lake Bluff IL

- Concept generation using CAD, Renderings, Photography, Photoshop, Illustrator, and InDesign
- CAD and design work in SolidWorks for specifications and detail drawings
- MS Project Gantt charts for charting project progress, milestones, and timelines
- Daily communication with overseas vendors and international manufacturers across all in-production projects
- Sample review, documentation of received samples, improvement notes with plans for implementation
- Project and profitability reviews
- Participated in factory audits in Hong Kong and China

Industrial Designer
Ackeret Engineering

May 2004 - May 2006
Seymore IN

- Worked with 2 other Industrial Designers and 3 Engineers to bring products to market
- CAD ProjE Wildfire
- Concept generation by sketches, renderings, physical models, and computer models
- Presented PowerPoint slide decks to customers onsite in their offices
- Utilized 3D printing technologies and standard shop tools

EDUCATION

BFA Industrial Design
Purdue University

Aug 2000 - May 2004
West Lafayette IN

PROFESSIONAL DEVELOPMENT

- Innovating with AI
- Lean Six Sigma Green Belt, Production and Inventory Management, Project Management Professional
- Solidworks Full Certifications - Part, Drawing, to Advanced Surfacing and Advanced Assembly
- ISO 9001 (Standard Business Practices), ISO 13485C (Medical), ITAR Registered

DEVELOPING SKILLSETS

- AI interation into standard business practices for maximizing efficiencies
- AI intergration into business data to make data driven models and decisions
- Utilizing various AI's to create business ideas and bring them to life (www.thirdcoastpillows.com)
- Utilizing AI's to preform research of financials to make customer focused Stock Portfolios (www.stephensefton.com)