

# BRIAN K. HUTTON

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## Director of Product Development

Product Manager • Director of Marketing • Director of Product Development  
Collaborative Leader • New Product Innovation • Strategic Planning • Stage Gate Process  
Market Trend Analysis • Product Lifecycle Management • Acquisition Integration  
Led Business Growth • Increased Productivity • Reduced Costs • Effective Manager

## WORK EXPERIENCE

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### TableCraft Products Company, Gurnee, IL

May 2017 – October 2020

#### Director of Product Development

*Manufacturer and importer of smallwares for commercial restaurants and home kitchens.*

- Achieved new product revenue goal of 13% of sales by creating a balanced product roadmap and effectively launching 250+ SKUs per year ranging from innovation to sourced gap fill items.
- Increased sales of new products to over \$10 million annually.
- Invented, designed, sourced, and launched an innovative product line that won the Foodservice Equipment Reports Magazine Tabletop and Smallwares Innovation Award and generated over \$1 million in incremental income in its first year.
- Led product alignment efforts resulting in a 10% reduction in SKUs with no negative impact on revenue and instituted a 1:1 new product to discontinued product mandate.

### Crown Brands, LLC., Lincolnshire, IL

Jun 2014 - May 2017

#### Director of Product Development

*Manufacturer and importer of durable goods for the restaurant and hospitality industry.*

- Led global product development and innovation for the commercial foodservice market, creating more than 100 new products per year ranging from innovation to sourced gap fill items.
- Increased sales of recently launched new products to \$4 million in annual revenue.
- Coordinated vendor and item consolidation efforts during Update International and Johnson-Rose acquisitions, eliminating 355 SKUs and capturing over \$250k in vendor consolidation savings in the first year with no negative impact on sales revenue.
- Identified over 2,000 overlap SKUs for consolidation, generating cost savings of over \$500k.
- Led product integration team during the simultaneous acquisition of three companies: Update International, Johnson-Rose and Co-Rect barware, which increased the organization's annual revenue by \$75 million.

**Browne Foodservice, Markham, ON**

**Jul 2013 - Dec 2013**

**Vice President of Product Development and Marketing**

*Manufacturer and importer of kitchen and serving items for the foodservice and retail industries.*

- Planned and executed a global mission to gather competitive intelligence, discover global foodservice trends, and to secure new vendors that increased average payment terms from 30 to 45 days.
- Led product development for a private label import products line that generated over one million dollars in incremental revenue.

**Carlisle FoodService Products, Oklahoma City, OK**

**Dec 1999 - Jul 2013**

**Director of Marketing**

*Manufacturer of tabletop, smallwares, and equipment for the commercial and noncommercial foodservice industries.*

- Created a multi-year strategic product and marketing plan that contributed to the company's 10% combined annual growth rate.
- Achieved vitality index goal of 8% of sales from recently launched new products.
- Multi time recipient of Foodservice Equipment Reports Magazine Tabletop and Smallwares Innovation Award.
- Rationalized 4,700 SKUs that freed over \$5 million in excess and obsolete inventory.
- Led government sales growth initiative, receiving a GSA schedule award that generated over \$6 million in revenue in its first year.
- Created stage-gate and voice of customer processes to improve innovation and overall speed to market by 50%.
- Developed and launched a line of waste handling products that became the company's largest new organic growth platform, contributing over \$10 million in annual revenue at a 45%+ gross margin.

**EDUCATION**

**Northwestern University, Evanston, IL**

**1990**

**MS in Advertising**

**University of Science and Arts of Oklahoma, Chickasha, OK**

**1989**

**BA in Communication**

- Winner of Most Distinguished Graduate award.
- Graduated with highest honors, Summa Cum Laude.

**PERSONAL, AWARDS, TECHNOLOGIES, KEYWORDS**

Foodservice Equipment Reports Magazine Tabletop and Smallwares Innovation Award, Carlisle Leadership Training Program Selectee, US Patent Award, Published Author, Stage Gate Process, Voice of Customer, Acquisition Integration, Product Life Cycle Management, B2B, B2C, Innovation, Smartsheet, Microsoft Office, PowerPoint, Excel, Word, Email