

# DOUGLAS R. MILLER

Atlanta, GA, US, Metro Area / [REDACTED]

## PRODUCT DESIGN & DEVELOPMENT EXECUTIVE

International experience in the consumer products industry... product lines consisting of sporting equipment and toys & juvenile products including preschool, creative activities, basic vehicles and power action product lines. Proven ability to forge solid relationships with global teams, business, leadership and customers to define requirements, design solutions, resolve issues and ensure the release of innovative products. Expertise includes:

- ✓ Product Lifecycle
- ✓ Idea Generation & Innovation
- ✓ Concept Design & Development
- ✓ Franchise Development
- ✓ Product Branding
- ✓ Product & Consumer Testing
- ✓ Portfolio Optimization
- ✓ Blue-Sky Innovation
- ✓ Industrial / Mechanical Design
- ✓ Quality & Safety Standards
- ✓ Commercialization
- ✓ Contract Negotiations
- ✓ Consumer Insights
- ✓ Project Management
- ✓ Strategic Planning

## ACCOMPLISHMENTS

- Defined product strategy for brand portfolio representing approximately 25% of Fisher Price annual revenues and 5-10% of year-over-year growth.
- Directed the design and development for award-winning brands totaling over \$250 million in worldwide sales.
- Following acquisition by Adidas, spearheaded the integration of Salomon and Adidas product development operations.
- Oversaw the successful launch of In-Line Skate Development & Design for production in Asia.
- Award-winning brands included Baby Einstein, O-Ball, Fisher-Price, Power Wheels, View Master, Salomon, Rollerblade and Tonka.
- Collaborated with key licensors including Ford Motor, Chrysler, Disney, HIT, and Nickelodeon.

## CAREER HISTORY

- AV8 / PRODUCT DEV. / LIC. DRONE PILOT (SUAS), ATLANTA, GEORGIA** 2016 – PRESENT
- KIDS II / INFANT, BABY TOY, Atlanta, Georgia** 2014 – 2016  
*DVP – Infant Toy*  
*Vice President – Toy Asia*
- FISHER-PRICE / DIVISION OF MATTEL, East Aurora, New York** 2000 - 2013  
*Vice President – Product Design*
- ADIDAS / SALOMON & SALOMON DESIGN CENTER, Boulder, Colorado** 1996 - 2000  
*Vice President Product Development - Footwear*  
*Sr. Director Product Development / In-Line Skates, Annecy, France*

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**PREVIOUS PROFESSIONAL EXPERIENCE**

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ROLLERBLADE INC., Minneapolis, Minnesota

*Sr. Director of Advanced Product Development*

HASBRO / TONKA CORPORATION, Minneapolis, Minnesota

*Director of Product Design*

*Manager Product Design, Boys Toys*

*Senior Product Designer*

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**DESIGN & DEVELOPMENT BACKGROUND**

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- Oversaw activity from blue-sky concept through final product release.
- Developed and successfully managed departmental budgets of over \$3M.
- Managed up to three domestic and foreign cross-functional development teams.
- Led direct staff of up to 20 employees including Managers, Industrial Designers, Content Producers and Artists.
- Dotted-line oversight of Project Engineering, CAD, Model Shop and Inventor Relations.
- Developed long-range product plans and interfaced with internal, external and third party groups for design and development.
- Developed collaborative relations with all national design & development sources and inventors.
- Managed the development and design of commercialized product for production in Asia.
- Sought key opportunities by dealing directly with Asian sources and manufacturers on a strategic and planning basis.
- Frequent interaction with Marketing, Legal, Safety Reliability, Quality, Cost Engineering, Purchasing, Finance, and Manufacturing departments.
- Ensured products in compliance with all quality and safety standards.
- Produced design concepts and product development both 2D and 3D, sculpting drawings, and all color and deco specifications.
- Tested prototypes and coordinated production start-up.

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**EDUCATION**

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Bachelor of Science in Industrial Design - University of Cincinnati - Cincinnati, OH

University of Michigan, Ross School of Business, Executive Management Training Program, 2004

Thunderbird School of Global Management, Executive Management Training Program, 2008

## ACTIVITIES & INTERESTS

- Member, Industrial Designers Society of America (IDSA)
- Past Brookhaven Renaissance HOA Board Member and President
- Past President of Lotus Ltd. South East
- Lotus Ltd. USA, Board Member, Director-at-Large
- Rails to Trails Conservancy Volunteer
- Fisher-Price Playground Volunteer
- Licensed Private Pilot, 495+ hours, Tail Wheel Endorsement
- Licensed Remote Pilot SUAS (Drone)
- Member AOPA, EAA, and AMA
- Member BDU (Boulder Municipal Airport) Mile High Gliding
- LMO (Vance Brand Airport) Longmont, CO Pilot Association
- FCM (Flying Cloud Airport) Planes of Fame East Air Museum Volunteer
- FCM (Flying Cloud Airport) Eden Prairie, MN FAAC