

# ROBERT JOHN MORRISON

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## SUMMARY

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I build brands. With 16 years of global experience as a patented, award-winning innovator, I have led the design, development, production, and launch of products and services in the health and wellness, micromobility, smart lighting, and outdoor equipment markets across the United States, United Kingdom, Australia, China and Hong Kong.

## SKILLS

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- Product Strategy
- Brand Strategy
- Design Team Management
- NPD Team Management
- Product Management
- Project Management
- Product Design / DFX
- New Product Development
- Strategic Sourcing
- Quality Assurance
- Process improvement
- Supplier Management
- CAD
- 3D Rendering
- Graphic Design
- Product Literature
- Packaging Design
- Mandarin Chinese 中文

## PROFESSIONAL EXPERIENCE

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### HAMMERTON – VIRO LIGHTING | DIRECTOR OF PRODUCT DESIGN AND DEVELOPMENT

SALT LAKE CITY, UTAH, UNITED STATES, JUNE 2020 – PRESENT

- **Brand Creation and Market Launch:** Led the creation and successful launch of Hammerton's new Viro Brand and its smart, award-winning and patented products.
- **Collaborative Management:** Coordinated multiple departments including Hammerton's Glass, NPD, Engineering, and Marketing Departments, reporting directly to the CEO.
- **Expanded Market Reach and Sales:** Enabled Hammerton to enter a new price category, boosting sales and market share. Facilitated bundling of higher-priced Hammerton products, increasing overall customer spend.
- **IoT Smart Technology:** Integrated IoT smart technology into Viro products, controllable through the Viro App and compatible with Amazon Alexa and Google Home Assistant.
- **Innovative Product Design:** Designed and developed a series of modular pendant lighting systems offering high design value and quality with high margin and low costs. Implemented new product design practices that increased time to market throughout the entire company.
- **Strategic Sourcing:** Utilized Chinese language skills and experience in China to secure lower-cost, high-quality manufacturing sources. Implemented new QC protocols that positively increased quality and reduced NG rates throughout the entire company.
- **Process Improvement:** Implemented new manufacturing processes such as die-casting, cold forging, plastic injection molding, and low-pressure overmolding to reduce costs, enhance product quality, and improve manufacturing efficiency.

### RIDE TRANSPORTATION SOLUTIONS | CHIEF PRODUCT OFFICER

ADELAIDE, SOUTH AUSTRALIA, AUSTRALIA, JUNE 2018 – JUNE 2020

- **Innovative Product Design:** Led the design of unique products, including a replaceable battery, NFC-enabled 4G GSM IoT electric scooter, mobile workbench/battery storage trailer, and helmet locking system
- **Product Roadmap Execution:** Provided leadership and executed a detailed product roadmap that aligned with company priorities, optimizing scope of work, impact, time, effort, and cost, leading to a successful launch on time and within budget.
- **Built and Led High-Performing Team:** Mentored and led a team of over 10 members, including NPD, operations, and mechanics teams, fostering a collaborative and innovative work environment.
- **Fleet Management Systems:** Created mobile and web-based active management systems to monitor vehicle repairs, improve fleet retention, balance vehicle locations, and ensure overall vehicle safety, significantly improving operational efficiency.

- **Advanced IoT System Integration:** Developed and implemented an IoT system with geofencing and anti-theft capabilities, enhancing fleet security and management.
- **Designed Cohesive Brand Identity:** Created the brand identity for RIDE, including the logo, website, and app branding. Stylized vehicles and accessories to ensure cohesive branding, significantly strengthening brand recognition and market presence.

#### **BLUNT UMBRELLAS** | SALES DIRECTOR FOR HONG KONG AND MAINLAND CHINA

XIAMEN, FUJIAN, CHINA, JULY 2012 – MARCH 2019

- **Launched Brand in China and Hong Kong:** Successfully introduced BLUNT Umbrellas to the Chinese and Hong Kong markets by implementing strategic e-commerce solutions, pop-up events with retail partners, and impactful trade show booths, significantly increasing brand visibility and sales.
- **Created Sales Program:** Developed a comprehensive sales program that involved innovating retail space display solutions, providing product training, and implementing SPIF (Sales Performance Incentive Fund), enhancing retail partnerships and sales effectiveness.
- **Developed Retail and Distribution Networks:** Built and managed BLUNT Umbrellas' Chinese Mainland Taobao storefront, engaged distributors, wholesalers, and retail sellers to establish robust retail distribution and wholesale channels, leading to significant growth in market reach and revenue.
- **Secured Promotional Partnerships:** Managed partnerships with prestigious organizations such as Jack Nicklaus Club Beijing and Hong Kong Jockey Club, creating tailor-made promotional products that enhanced brand prestige and customer engagement.

#### **HAYTHORNTHWAITE DESIGN** | INDUSTRIAL DESIGNER

XIAMEN, FUJIAN, CHINA, JULY 2012 – JANUARY 2018

- **Executed Industrial Design for Top Brands:** Collaborated with well-known brands such as Adidas, Titleist, TaylorMade, and ShedRain, delivering industrial design solutions that met their manufacturing and assembly needs, resulting in enhanced product quality and brand reputation.
- **Produced Detailed CAD & Technical Drawings:** Created 2D technical drawings and 3D CAD models for rapid prototyping and manufacturing of products, packaging, and displays, ensuring precision and efficiency in the production process.
- **Sourced and Procured Prototypes:** Managed in-house and external sourcing with Chinese rapid prototyping companies, expediting the development process and maintaining high standards of quality.
- **Maintained Supplier Relationships:** Developed and maintained strong relationships with suppliers to review manufactured product iterations, inspect quality, and ensure adherence to quality assurance standards, resulting in consistent product excellence.

#### **JE JOUE** | INDUSTRIAL DESIGN INTERN

XIAMEN, FUJIAN, CHINA, SEPTEMBER 2010 – JULY 2012

## Education

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#### **QUANTIC SCHOOL OF BUSINESS AND TECHNOLOGY** | MBA

REMOTE, UNITED STATES, EXPECTED GRADUATION IN AUGUST 2025

#### **THE EVERGREEN STATE COLLEGE** | BA, SOCIOLOGY

OLYMPIA, WASHINGTON, UNITED STATES, 2010

## Awards & Patents

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- Lamp International Lighting Design Competition, Viro Smart Pendant, 2022
  - Good Design Australia Gold Award, ShedRain VortexVent, 2017
  - IDSA International Design Excellence Award Featured Finalist, ShedRain VortexVent, 2017
  - US Patent 11435072, Adjustable-Length Ceiling-Mounted Canopy for a Lighting Fixture, 2022