



MMW

PERSONAL STATEMENT

My goal is to obtain a VP position in Product and or Chief Product Officer, and or Director of Advanced Research and Development. Responsible for marketing, design and development of new and innovative products for a progressive manufacturing organization.

CONTACT DETAILS

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MATTHEW WINNINGHAM

To whom it my concern:

I suspect you'll find very few candidates with a background such as mine, and it's one I'd like to put to work on your behalf. As you'll see on the enclosed resume, the depth of my experience in the sporting goods industry offers you the opportunity to hire a real pro who needs little or no training and who is comfortable and successful with high volume workloads. Moreover, having worked as a Director of Marketing and Advanced Product Development and Design in a variety of industries, I have the background to construct new and innovative products that will turn interest into revenue for you. It is only due to successful buy out of my current employer that I have become available. However, it is this fact that allows me to offer you such an unusual breadth of experience. A personal interview would allow me to demonstrate my talents. I look forward to hearing from you so that we can schedule a meeting.

EDUCATION

1990-1995 Memphis State University
Memphis, TN
~B.A., Industrial Design.
~University of Tennessee at Chattanooga,
athletic scholarship (football)

EXPERIENCE

23 years of experience in the sporting good industry oversee all activities related to new product development and product/production engineering support for existing products. Integral part of the Senior Leadership Team and help shape the strategic direction for the Company by driving innovation and directing all aspects of research and development (product/material/process), testing, certification, commercialization, global line planning and product life cycle. Also direct and develop both internal and external resources to identify and create new innovative products and technologies.

~Research & Development/Engineering
~Advanced Concepts ,Testing ,Industrial Design
~Product Line Planning (3-5 year horizon)
~Track record of success working with:
Injection Molding,Composites and/or aerospace alloys
~Managed Teams of more than 15 people
~Extensive sourcing travels to Asia / Europe

Powerlet.com Vice President of Marketing & Product Development 2011-current



Designed and developed new and improved rugged electrical accessories for the power sports industry. Designed and developed far infrared technology for heated especial.

Developed electrical controllers and cur it boards. Created new carbon fiber heating technologies. Doubled sales \$2.5M. Obtain product financing to improve cash flow, caging and blanket ordering processes. Designed new products that increased earnings by 23%.

Obtained 6 new Patents
Managed all IP efforts.

Warrior Sports Director of Advanced Product Design and Development 2011-2001



Responsible for marketing and product design associated with Warrior Lacrosse. Obtained sales growth of over \$100m Participant in sale of the company to private footwear company. Developed global sourcing strategies compliant with current GSOP regulations.

Created grass root marketing strategies to grow smaller retailers market share. Develop in-house design team to answer consumer needs with progressive design and construction methods to reduce FOB cost. Instituted MAP program for retail pricing structure. Managed in-house creative and outside advertizing agencies. Developed all packaging and POP accesses . Prepare yearly R and D budgets with sales justification. Responsible for every aspect of over-seas manufacturing sourcing and domestic IP efforts.

Created marketing line plan, designs and manufacturing efforts for Warrior/ New Balance Cheated Footwear.

Parker Athletic Director of Research and Development 2001 -1999



Improved quality and performance of existing products. Researched new technologies / materials to enhance existing products. Develop in-house testing system to evaluate study new innovative product designs Prepare yearly R and D budgets, managed over-seas manufacturing and sourcing and intellectual properties.

EMPLOYMENT HISTORY

Bike Athletic Company Senior Product Manager 1999-1998



Managed 20m sports medicine product line. Design and Developed support braces, neoprene supports, heavy-duty braces, knee and elbow pads, training and fitness.

Coordinated product sales volume and trends with planning, purchasing and manufacturing. Worked with salesman, dealers and end users to evaluate product success and future opportunities for specific merchandizing and placement opportunities at retail environments. Prepared reports for profit, cost saving and inventory management to improve cash flow.

Developed catalogs, printed literature, promotions, specialized POP displays, samples, retail packaging for specific products and additional sales accessories.

Rawling Sporting Goods Senior Product Manager / Engineer & Marketing Tech Rep. / Design Engineer 1998-1991



Developed / designed new aluminum bat s with improved manufacturing techniques, increased sales 10M / 30% improvements to margin. Created new resources with advanced manufacturing capabilities to improve technology and performance. Executed cost reduction plans

Participated and monitored critical involvement with ATSM, NCAA, USSSA and ASA. Developed sales force training program to demonstrate the dynamics and performance characteristics on all products and marketing strategies. Attended and participated in ATSM safety committee. Responsible for the creation of new products (hard and soft goods). Engineered baseball winding machines. Print application specialist (pad, silk, sublimation, foil stamping, etc). Design of new injection molded parts and batter's helmets. Researched and developed new manufacturing process for polyurethane softball cores. Attended and participated in ATSM safety committee.

Worth Inc. Assistant to the Director of Research and Development 1990-1988



Performed draftsman and lab technician duties. Testing and evaluation of new and proposed manufacturing equipment. Developed process to manufacture graphite baseball and softball bats. Evaluated new designs and templates for wood bat manufacturing. Developed sales force training program to demonstrate the dynamics and performance characteristics on all products and marketing strategies.

ACHIEVEMENTS / US PATENTS

U.S. Patent Number D574,894

U.S. Patent Number D572,765

U.S. Patent Number D567,293

U.S. Patent Number 7,563,184

A lacrosse head includes a base, a scoop, and a pair of sidewalls.

U.S. Patent Number 7,547,261

A reinforced lacrosse head having improved strength.

U.S. Patent Number 7,543,821

A ball returner for a sports goal.

U.S. Patent Number 7,530,120

A protective sports glove consisting of a padded outer glove and an inner form-fitting glove.

U.S. Patent Number 7,510,494

A non-skid lacrosse ball for gripping a lacrosse head and a netting attached to the lacrosse head is provided.

U.S. Patent Number 7,487,556

A upper body protective garment for cushioning blows.

U.S. Patent Number 7,445,571

The present invention provides a net shaper for use with a lacrosse stick.

U.S. Patent Number 7,322,692

The present invention provides protective eye wear, also referred to as sport goggles.

U.S. Patent Number 7,258,634

A reinforced lacrosse head having improved strength.

U.S. Patent Number 7,226,374

A lacrosse head with improved weight and handling characteristics.

U.S. Patent Number 7,114,193

A protective glove for protecting a wearer's hand includes a thumb pocket and an index finger pocket.

U.S. Patent Number 7,103,924

A upper body protective garment for cushioning blows.

U.S. Patent Number 5,694,649

An adjustable baseball batter's and catcher's helmet automatically adjusts.

U.S. Patent Number 5,575,017

An adjustable baseball batter's helmet.

WHAT I CAN DO FOR YOU.

Research & Development/Engineering
Advanced Concepts

Apparel Design

Industrial Design

Product Line Planning (3-5 year horizon)

3rdparty partnerships (inventors, universities) for the purpose of driving product innovation and/or product aesthetics

New Product Development

Idea Generation and Review

Work closely with the Vice President - Marketing and the Market Research Team and the Vice President - Global Business

Development to review and use existing consumer/customer insights to aid in the line planning process and innovation commercialization.

Works cross-functionally with market research and customer analytic to build on previous ideas and create new strategies.

Create, evaluate and analyze proposals for new business ideas, new lines of business and products.

Challenge ideas lacking substance.

Presents product ideas to senior management and seeks approval for execution and launch.

Managing Ideas and Innovation

Managing innovation pipeline and new product development portfolio and budget.

Ensures that products are launched on time.

Oversees R&D directives in coordination with company calendars.

Communicates/updates progress or changes to innovation pipeline to senior management.
Marketing Liaison

Assist the efforts of Sales and Marketing by providing R&D support and guidance.

Conduct post-launch assessment of newly implemented initiatives.

Develops analytical tools to filter and prioritize ideas.

Drive improvements to the Company's R&D systems, including: Design Control, Engineering Studies, Engineering Builds and Life Cycle Management.

Develop and direct product and process calendar.