

DANIEL MASTERSON

39W327 Sheldon Lane, Geneva, IL 60134

(630) 338-7492

dmasterson@emdtech.com

(SR) DIRECTOR of PRODUCT DEVELOPMENT & INNOVATION

PROFESSIONAL PROFILE

- High performing innovation and product development professional with expertise in forming, building, and managing product innovation teams to successfully navigate all facets of commercializing product innovation including:
 - Insight mining (instinctive, qualitative, and quantitative)
 - Managing the Fuzzy Front End of product development to proof of concept
 - Traditional Stage-Gate product development management
 - Engineering for and transition to production through commercialization
 - Business case and P&L development to analyze product opportunities
 - Instilling a team culture of curiosity, cross discipline collaboration, and problem solving
 - Effective communication across business disciplines – from technical to sales
 - Expedient use of outside resources
- An accomplished technology scout – seeking existing technologies for non-traditional but fertile reapplication
- A persistent challenger of the status-quo, long felt industry myths, corporate ghosts, and other mental hurdles that often plague successful businesses (especially market leaders) that have plateaued
- An experienced business manager ranging from managing a branded product category P&L to a small business to a seed funded start-up
- Highly strategic thinker and planner – building a product development portfolio and technology platform pipeline to meet near and long term business needs

AREAS OF EXPERTISE

- Inventive Problem Solving
- Technology Scouting
- Stage-Gate Design, Deployment, & Management
- Innovation Culture & Systems
- Innovation Training
- Business Case Development
- Design Thinking
- Negotiation, Persuasion, and Communication
- Failure Mode Investigations
- Decision Making
- Cross Functional Team Leadership
- Lean Product Development
- Prototyping & Methods of Fabrication
- Project Management
- Ethnographic Research

PROFESSIONAL EXPERIENCE

President, EMD – Complete Innovation, Glendale Heights, IL, 2006 to Present

- After acquiring EMD in 2006, hired, developed, and managed a team of creative engineers across chemical, mechanical, electrical, and software engineering that resulted in 61 products commercialized and available for sale across consumer, industrial, commercial, analytical, and medical products
- Expanded the EMD focus from solely work-for-hire to internal invention and development to create a library of assets for EMD to monetize through both capital investment (Guardian Angel) and licensing
- Managed relationships with corporate clients to grow EMD's sales revenue – even into the recession
- Transitioned EMD from an operating engineering consulting firm to an intellectual property management company ... focused on EMD's internal innovations (where EMD sits today)

Founder & CEO, Guardian Angel Enterprises, Glendale Heights, IL, 2012 to Present

- Based on the Guardian Angel Outlet and pipeline of “actively safe” juvenile products developed (or in development) at EMD, successfully pitched and raised start-up capital from the Chicago Entrepreneurial Center and several seed investors. Guardian Angel spun off from EMD in 2012
- Developed and launched the Guardian Angel Outlet in 2014 (winner of the MIT Enterprise Forum Challenge and 2014 INPEX *Best Invention of the Americas*)
- Orchestrated a market pivot from consumer and consumer retail to commercial product (licensed daycare providers) to grow revenue and drive awareness among parents
- Preparing Guardian Angel for a second round of investment and transition to a professional management group based on traction within the commercial market and the pipeline of meaningful product advances for strollers, car seats, and cribs ... and potential re-application of technology in elder care and home security & safety

Sr. Manager of Innovation, Fellowes, Itasca, IL, 2004-2006

- Established Fellowes first Center of Innovation to cater to Fellowes business machines (shredders, laminators, binders) unit ... including organization of the internal team, nurturing an atypical culture, and identifying external resources
- Assembled a team of creative problem solvers and diverse thinkers across technical and market research disciplines
- Initiated efforts to find (and subsequently develop with EMD) Fellowes three most valuable improvements in paper shredders (safe sense, 100% jam free, and automatic paper shredding). The safe-sense shredder, upon launch, became Fellowes fastest selling SKU ever

Sr. Manager of Technology Acquisition, Marketing Manager, RD&E Manager, SC Johnson, Racine, WI, 1997-2004

- Several positions of varying responsibilities including:
 - innovation product development manager to establish an Air Care Center of Innovation targeting odor control and elimination
 - technology acquisition manager to identify air care (fragrance) technologies as acquisition targets ... to include as part of the Glade product line-up
 - marketing manager for day to day Ziploc Storage Bags and the Ziploc cross product Holiday Program ... reconfiguring the Holiday Program (product mix, pricing, and forecasting) to make it profitable for the time in its existence

EDUCATION

- MBA, Kellogg Business School (Northwestern University), Evanston, IL, 2004
- Bachelor of Science in Chemical Engineering, University of Illinois in Urbana-Champaign, IL



Scan to see
some of Dan's
work (products
you can buy)