

# John Pitts

Product Director

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## Summary

Dynamic Director with 14+ years of experience optimizing manufacturing processes, leading cross-functional teams, and driving end-to-end NPD/NPI Program Management, R&D, and Development

Proven track record of implementing process improvements, streamlining operations, and achieving cost savings in large-scale manufacturing environments

Skilled in overseeing high-volume complex projects from conception to completion while optimizing resources and fostering strong stakeholder relationships

Demonstrated success in delivering innovative Consumer Products and fostering collaborations with renowned brands and startups, with specialization in scalable product development strategies for user-centric design

## Experience

1.2023- Present                      Product Development Consultant at JPproductservices Ltd.                      Hong Kong/China

- Advised diverse companies in or doing business with China, including Puzhen, Travelpro, OSM Global, and Zobebe, along with multiple SMEs, and Factories spanning IoT, Consumer Electronics with Audio, Travel Accessories, and Soft Goods
- Optimized Design for User Interaction and Manufacture, ensuring seamless project progression
- Championed Sustainable Materials integration for optimized Design and Processing Methods
- Served as Technical Sales Liaison for clients and suppliers facilitating smooth communications and project outcomes

9.2021 - 9.2022                      Director of Product Development at Puzhen Life                      Shenzhen, China

- Conceptualized and delivered IoT Devices with Audio/Vibration speakers within a year, employing Agile and Stage-gate
- Led the NPI team of 20 through product design, risk assessment, and off-tooling sample review for Electronic Products
- Restructured teams, enhancing capabilities with Industrial Design integration and APP development
- Revitalized supply chain for enhanced capabilities and quality to produce high-volume units in China factories
- Orchestrated holistic Product Design and Development efforts for internal and external clients

9.2020 - 8/2021                      Regional Technical Director at Brasport                      Dongguan, China

- Transformed regional technical capabilities, reducing headcount by 40%, introducing R&D, and elevating product quality
- Engineered 10+ innovative products with a design team of 5, modernized processes, and introduced automated tooling within 6 months with a team of 35, while doubling sampling and prototyping capabilities with a team of 20
- Developed high-volume modular, industry-leading Elastomer and Soft Goods compression tooling and NPI processing methods resulting in the company winning multi-millions of units orders, and advancing its capabilities dramatically
- Led Collaboration with Top-tier customers including Apple, Google, Samsung, Bellroy, Mont Blanc and Fendi

9.2015 - 12.2017                      Head of Development and Asia Operations at Bluesmart                      Shenzhen, China

- Directed Soft Goods and Luggage PD+NPI and program management for Electronic Travel Products startup
- Delivered 9 launch and 30 additional products within tight budgets and timelines across 2 generations with a team of 10
- Successfully navigated fast-paced environments and tight budgets, delivering high-impact products within timelines
- Attained 20% BOM reduction, streamlined lead times, and nurtured robust vendor relationships within China
- Applied user-centric design principles, resulting in improved customer review ratings

4.2013 - 5.2015                      Senior Product Development Manager at Cosmo                      Dongguan, China

- Managed NPI on high-volume multi-million USD Device Accessories within China, and led a team of 50+ personnel while establishing the company's first R&D Department running 30+ projects simultaneously and profitably
- Negotiated effectively with industry giants, gaining insights into consumer electronics product strategies
- Enhanced company capabilities in Advanced Engineered Soft Goods including automation and seamless welding
- Served top-tier customers including Apple, Microsoft and Coach expanding existing and delivering new clients and projects

3.2010 - 3.2013                      Head of Development at China 2 West Services Ltd.                      Zhuhai, China

- Established and helmed Department, overseeing 100+ projects spanning ideation to ramp for US and UK clients in China
- Provided Program Management, Product Design and Development, Engineering, Electronics, and Process Development

## Core Competencies

- End-to-End Program Management
- Product Design and Development
- Research and Development
- Market Analysis
- Process Optimization
- Cross-Functional Team Leadership
- Supplier Management
- Risk Mitigation

## Education

10.2018 – 6.2020

MSc in Innovation and Entrepreneurship

HEC Paris

- Masters Certified with additional Professional Certificate

9.2005 - 7.2009

BSc (HONS) Product Design

Nottingham Trent University

- ERASMUS Semester for Satellite Design at Copenhagen University