

# BRAD REESE

## TOY INDUSTRY LEADER

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## ABOUT ME

With almost 20 years of toy development experience, I have cultivated a unique blend of story-driven innovation, team culture stewardship, and winning product throughput. I'm recognized for seamlessly bringing together the analytical and the awe-inspiring in everything I do. I bring a unique brand of product leadership that consistently delivers results by fostering innate team talents while providing the spark needed to bring out the best and stay at the forefront of the dynamic toy industry.

## EDUCATION

### Bachelor of Science in Industrial Design

Georgia Institute of Technology - Atlanta, GA  
2000 - 2004

2004 IDSA Student Merit Award winner

2004 IDSA National Merit Award winner

Member, IDSA

### MBA, Marketing

Georgia State University - Atlanta, GA  
2007 - 2010

## SKILLS

Adobe Illustrator & Photoshop

Microsoft Office Suite

Coding - HTML/CSS, Java, Visual Basic

Creo Parametric, Autodesk Fusion 360 (3D)

Adobe After Effects & Premiere (animation)

Power BI (analytics)

Salsify (PIM)

## WORK EXPERIENCE

### Head of Product

2023 - 2024

Hearthsong / Children's Group LLC - Madison VA (Remote)

- Responsible for Product group, encompassing Product Design, Product Management, Packaging, Compliance, and Sourcing
- Filled the product pipeline with over 40 new items within a 6-month period, including ground-up items as well as 3 licensed and co-branded partnerships
- Reinvigorated Hearthsong's brand presence by leading design of 3 showrooms, a new 20' x 20' trade show booth, and new retail merchandising designs, including work that led to placements at Academy Sports and Target
- Developed an imagination-based POV rooted in child development research and embedded it in the organization to set the stage for the next 5 years of product

### Sr. Director of Product Development & Licensing

2021 - 2022

The Lumistella Company - Atlanta GA

- Led all product-related functions including Product Design, Packaging, and Creative Licensing
- Streamlined approval and review process that improved usability for our 70+ licensees, including Hallmark, Funko, McDonald's UK, and more
- Led cross-departmental committee to redefine and gain consensus on a more comprehensive margin calculation methodology

### Director of Product Development

2018 - 2021

The Lumistella Company - Atlanta GA

- Managed in-house ID team to deliver over 40 new SKUs annually across 3 primary brands - The Elf on the Shelf™, Elf Pets™, and Elf Mates™
- Spearheaded development of product collection that gained 4 feet of incremental shelf space at Target in 2020
- Diversified product line into collectibles, electronics, and games, resulting in highest overall annual product sell-through in company history

### Director of Global Experience Design

2017 - 2018

Kids2, Inc - Atlanta GA

- Managed team of 13 designers across all Kids2 categories and brands
- Led a corporate initiative partnering with Hape for an innovative, patent-protected Baby Einstein toddler toy line. Co-created 10 products, securing placements in Target, Buy Buy Baby, and expanding into new accounts in Europe and Asia.
- Spearheaded the creation of a comprehensive Brand Design Language for Baby Einstein's 2018 re-launch

### Director of ID | Director of Product Development, Toy

2012 - 2017

Kids II, Inc - Atlanta GA

- Combined business strategy and design in new role leading a team of Product Managers and Industrial Designers
- Led sales call planning and participated in sales calls with all major accounts as representative for design and innovation
- Collaborated on 3-year strategy for company, including design roadmap preparation, financial analysis, and design strategy

### Senior Product Designer, Toy | Design Manager, Toy

2007 - 2012

Kids II, Inc - Atlanta GA

- Led team of 4 designers in end-to-end design work for all toy brands
- Managed integration of Oball brand into Kids II portfolio, expanding it into a portfolio of product that grew the brand 10x its original revenue within 3 years
- Presented regularly to key partners including Target, Wal-Mart, and Disney

## AWARDS

Dr. Toy's 10 Best Toys, iParenting Media Award, Grand Prix du Jouet 2018, Spielwarenmesse Toy Award