

Curriculum Vitae of Mr. Michael C. Thuma

MICHAEL C. THUMA

816 S. Spring Ave. La Grange, IL 60525

(H) 708-579-2457 (C) 708-738-2458

mthuma@sbcglobal.net

CAREER BRIEF

Product development and design specialist with more than 22 years of product development experience within the consumer, industrial and commercial markets. An innovative product developer who has successfully researched, designed, engineered, and developed products in numerous categories including consumer housewares, medical equipment, industrial equipment, toys, automotive, lighting and fitness equipment.

Extensive work in brainstorming and advanced concept development, product innovation and differentiation, prototype development and manufacturing coordination following the Stage Gate development process. Additional expertise in Asian sourcing and manufacturing transitioning, including frequent travel within Taiwan and China.

Product development and design direction experience within the consulting and corporate environments including managing multiple projects utilizing internal and external resources. Experience also includes marketing and strategic development; manufacturing process and procedure development; graphic development, package and merchandising development; QAQC process development and implementation.

EMPLOYMENT

Suncast Corporation. Batavia, IL

Director of Product Development and Innovation, Present.

Suncast Corporation is one of the largest manufacturers of outdoor products in the United States. I was recruited to fill a new position coordinating the Marketing, Design and Engineering departments in an effort to improve the Product Development process and double the company's profit in 2 years.

Responsibilities include new product and channel strategy development, market research, marketing, branding, design and engineering.

Body Solid, Inc. Forest Park, IL

Director of Product Development, 2005 to 2007.

Body Solid, Inc. is one of the largest manufacturers of fitness equipment in the United States. Recruited to be part of a new management team taking the company over from the original 3 partners, I was asked to rebuild the company's development process which had lapsed in the previous years. Initially responsible for developing and bringing to market a limited number of new products, the new department and process ultimately designed, developed and managed production on over 50 new products in under two years.

Responsibilities included new product and channel strategy development, market research, design, engineering and cost reduction, QAQC and Asian sourcing including product and manufacturing supervision. Product categories included specialty fitness equipment for home and commercial fitness equipment, including strength, cardio and accessories.

Recruited to join Suncast Corporation.

Lava World International, Inc. Carol Stream, IL

Manager of Product Development, 2003 to 2005.

Recruited to be part of the turn around team rebuilding Lava World International, the original developer of the Lava Lamp. A family owned business for over 40 years, the team was tasked with turning LWI into a more commercially viable and salable company. I was asked to redevelop and extend the product line, including moving all production to Asia.

Responsibilities included product and channel strategy development, design, engineering and cost reduction, QAQC and UL approval management, Asian sourcing including product and manufacturing supervision. Product categories ranged from indoor and outdoor table top and specialty lighting, battery powered and AC and fluid based novelty products.

Released as part of company's preparation for bankruptcy.

Home Products International, Inc. Chicago, IL
Director of New Product Development, 2001 - 2003

HPIL is a large housewares manufacturer comprised of a number of national and international manufacturing facilities. As department head, responsible for designing and launching major plastic product lines along with developing products for Michael Graves and Martha Stewart. Product lines included plastic injection molded products for the kitchen, bath and storage markets, as well as metal and fabric products for the laundry market.

Responsibilities included all aspects of product development, including managing the manufacturing of current product lines, establishing new product directions, and directing the company's design, engineering and prototyping process.

Recruited to join the Lava World International turn around team.

The Core Group, Elmhurst, IL
Design Director, 1998 – 2001

The Core Group was a small 10 person firm specializing in strategic planning, market research, product development, category management and merchandising. Responsible for all aspects of the development process, including new business development, program management, design engineering, prototyping and production. Financial problems eliminated the Design department and finally closed company in 2002.

Clients included: Black & Decker, Bemis, Price Pfister, Suncoast Corp., HPIL, Fellowes, True Temper, Murray, TDK

Insight Product Development, Chicago, IL
Project Manager 1989 – 1998

Insight Product Development is a consulting product development firm offering research, industrial design, engineering and manufacturing vendor liaison. Originally starting with the company as one of the first employees and progressed from staff designer to Senior Project Manager. Over the 9 ½ year relationship, responsibilities included initial client contact and sales, project organization and proposal generation, research and conceptual design, preliminary and production engineering, prototype development and vendor sourcing and liaison.

Clients: Baxter Healthcare, First Alert, Fellowes, Panduit Corp., Woods Wire, ACCO, Motorola, Skil/Bosch, Suncoast Corp.

EDUCATION

Northwestern University, Evanston IL
Masters of New Product Development, June 2005

University Of Illinois, Chicago IL
BFA, Industrial Design, June 1990

Western Michigan University, Kalamazoo MI
Industrial Technology and Architecture, 1982-1986 (Transfer)

PERSONAL DEVELOPMENT

Specialist in new product conceptualization, sketch and presentation rendering development, plastic and metal part engineering development, 3D prototype development, including engineering mechanisms and breadboards. Extensive knowledge of high and low volume manufacturing processes, including injection molding, blow molding, sheet metal fabrication and composite processing. Computer skills include, Microsoft Office, Project and Excell, Adobe In Design, Autocad and Solidworks. Extensive experience with the Patent development process with testimony in numerous patent infringement cases.

AWARDS

1996 IDEA Bronze; 1997 Good Design, Distinguished Product Award, National Marketing Exhibit Design, named as inventor in over 50 domestic and international patents, 6 personal patents awarded and numerous pending.

Michael Thuma - Patent Case History

Merherker Design patent - '94

Provided Design Expert opinion for Merherker catheter along with technical drawings showing possible alternate designs. Attorneys: Niro / Scavone / Haller / Niro.

Black & Decker Inc. v. GSL Engineering, Inc., Utility and Design patent, 9/95

Provided Design Expert written opinion and deposition for Black & Decker Snake light and the infringing designs and functional elements of the GSL products. Attorneys: Niro / Scavone / Haller / Niro.

Black & Decker Inc. v. The Coleman Company, Inc., Utility and Design patent, 3/96

Provided Design Expert written opinion and deposition for Black & Decker Snake Light and the infringing designs and functional elements of the Coleman products. Attorneys: Niro / Scavone / Haller / Niro.

Black & Decker, Inc. v. Pro-Tech Power, Design Patent and Trade Dress. 1/98

Provided Design Expert written opinion and deposition for the trade dress of the Dewalt compound mitre saw and the infringing Pro-Tech products. Attorneys: Niro / Scavone / Haller / Niro.

Taymac Corp. v Intermatic Incorporated, Utility Patent, 4/01

Provided Design Expert written opinion and deposition for Taymac Corp. outdoor electrical box cover and the infringing Intermatic design. Attorneys: Niro / Scavone / Haller / Niro.

Control Alt Design, Ltd. v. Tensor Corporation Office Depot, Inc. , Utility and Design Patent, 10/01

Provided Design Expert written opinion and deposition for the Control Alt Design computer light and the infringing Tensor product. Attorneys: Niro / Scavone / Haller / Niro.

Black & Decker patent submission, Palm sander utility patent, 7/ 03

Provided Design expert opinion on the patentable qualities of the palm sander design. Submitted to the USPTO. Attorneys: Niro / Scavone / Haller / Niro.

Miller Industries Towing Equipment, Inc. v. A & A Truck and Auto Center, Trade Dress, 2/04

Provided Design Expert written opinion and drawings of alternate designs for Miller Industries tow truck bed and the trade dress infringing A & A products. Attorneys: Niro / Scavone / Haller / Niro.

Oral Labs, Inc. v. Molded Container Corp., Design patent, 8/04

Provided Design Expert written opinion and drawings of alternate designs for Oral Labs, Inc. and the Design patent infringing Molded Container Corp. products. Attorneys: Sheridan / Ross

Mag Instrument v. Dollar Tree Stores Inc., Utility patent, 12/04

Provided Design Expert written opinion and deposition for the Dollar Tree Store brand flashlight illustrating it's non-infringement on the Mag Instrument product. Attorneys: Williams / Mullen / Hofheimer / Nusbaum

Taymac Corp. v. T & B., Utility patent, 8/07

Provided Design Expert written opinion and deposition for Taymac Corp. outdoor electrical box cover and the infringing T & B design. Attorneys: Niro / Scavone / Haller / Niro.

Hamilton Beach Brands, Inc., v. Sunbeam Products Inc., Utility patent, 8/10

Provided Design Expert written opinion for the Hamilton Beach Magic Bullet illustrating it's non-infringement of the Sunbeam product as well as the invalidity of the Sunbeam patent. Attorneys: Cislo / Thomas

Eveleth v. B & R Plastics and Kikkerland Design Inc., Utility and design patent, 12/11

Provided Design Expert written opinion and expert rebuttal for a plastic molded folding stool, illustrating design and utility patent infringement of B & R Plastics and Kikkerland Design Inc. Attorneys: Sheridan / Ross

Sloan Valve Co. v. Zurn Industries Inc., Legal opinion, Manufacturing opinion, 7/13

Provided Design Expert written opinion, expert rebuttal and hearing for a manufacturing fixture required to produce a plastic part. Testimony give before Federal Judge. Attorneys: Foley & Lardner LLP

nClosures v Block and Company, Inc., Design and manufacturing opinion, 8/13

Provided Design Expert written opinion and expert rebuttal for design, development and manufacturing process relating to metal stamped ipad display cases. Attorneys: Husch / Blackwell

Swimways Corp. v Aqua-leisure Industries, Inc., Utility and design patent, 12/13

Provided Design Expert written opinion and expert rebuttal for utility and design patent infringement, plastic inflatable pool rafts. Attorneys: Williams / Mullen

A & J Manufacturing v Brinkman Corp. et. al. Utility and Design patent, 7/14

Provided Design Expert written opinion for utility and design patent infringement, gas and charcoal grills. Testimony given at ITC hearing. Attorneys: Lee and Hayes

Oral Labs, Inc. v. The Kind Group., Design patent, 8/14

Provided Design Expert written opinion, deposition and rebuttal for Oral Labs, Inc. for patent invalidity and non-infringement. Attorneys: Sheridan / Ross

WCM Industries, Inc. v. IPS Corporation., Design patent, 1/15

Provided Design Expert written opinion and rebuttal for WCM Industries, Inc. for patent validity and infringement. Attorneys: Sheridan / Ross