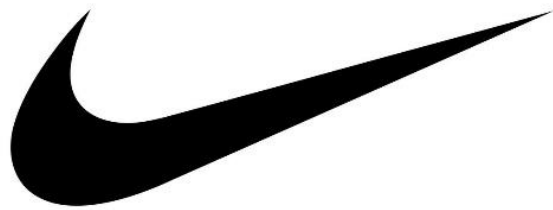


# Portfolio | Andy Guiles



**NIKE**

Presented to  
**Debra Yazu, Director of Product Development**  
For position of  
**Product Developer II**

4 March, 2021

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## Who I Am

I am a Footwear Product Developer with a passion for getting to the “sole” of the problem. All products are solutions to some issue, and I put myself in the middle of the process to find the solutions.

### Myers-Briggs Type

INTJ – “Architect”

- Original mind
- Great drive for implementing ideas and achieving goals
- Quickly sees patterns in external events and develops long-range explanatory perspectives
- Organizes a job and carries it through
- Skeptical and independent
- High standards of competence and performance - for themselves and others

### Clifton StrengthsFinder® Assessment

StrengthsFinder Results	My Personal Assessment of Skills
Achiever	I am driven to accomplish something every day. Productivity is very important to me in everything I do.
Learner	I am excited by the process of starting in a place of ignorance and getting to a place of competence.
Analytical	I want to get to the root of a problem. Data helps me understand the how certain patterns and connections affect one another.
Discipline	I need a structure and routine to maintain progress and productivity to effectively deal with any projects distractions and surprises.
Relator	I actively seek connection with everyone I work with. I want to understand and develop a genuine connection with people.

## Business Evaluation and Suitability

Suitability for this position:

<b>Position Requirements</b>	<b>Experience</b>
Organization and Follow-Through	8 years of experiences monitoring and tracking product prototype progress from concept through confirmation, production, and retail.
Product Knowledge	6 years of experience creating detailed tech packages, including Bill of Materials, shell patterns, materials, new tooling blue prints, and construction details.
Communication and Alignment	6 years of experience creating shared seasonal product calendars with major milestone dates, and communicated exceptions to team members.
Quality Assurance	6 years of experience committed to facilitating and supporting the categories fit, wear, and chemical testing requirements.
International Travel	7 years of international travel to visit factory, material, and component supplier facilities.

## Personal Interests

Cross Country Skiing	There are few things better than sliding on snow. The trails are always a little different, and with no lift lines I can start the adventure right away.
Fly Fishing	Fishing is part skill, part luck. It's a process learning to present the right fly, in just the right way, in just the right spot. It's all worth it when a fish takes the fly.
Baking & Cooking	It's a learning process getting just the right flavor and texture. The best part is that even when I don't get it right, I can eat my mistakes.
Knitting	I taught myself to knit in grade school and have been hooked ever since. Whether it's a pattern I find or one I write myself, it's the perfect way to create a personalized items/gifts for friends and loved ones.
Refinishing Furniture	I go into every project with a very specific vision. Finding a piece that needs a little work and transforming it into exactly what I want, gives me a deep sense of accomplishment and appreciation every time I look use the finished piece.

## Recommendations

The following are highlights from recommendations I have received.

### Howard Rogga - V.P. of Sourcing and Development with Redwing Asia, LLC

#### Direct Supervisor, 6 years (2014- 2020)

*"Andy worked as a developer and was a valuable part of our team. He has demonstrated a positive attitude, good development skills, and a great attention to detail."*

*"...he is an impressive talent who can be counted on to commit herself to any project for which he is responsible."*

*"...Andy was tasked with moving from a customer service position in our company to a development position. He took the bull by the horns and committed to the position. We asked him to take a long-term trip to China to learn development and manufacturing skills from our team, and he did that with no questions."*

### Hannah Sollard - G.M. of Product with Redwing Asia, LLC


#### Senior Coworker, 2 years (2018-2020)

*"Andy is a skilled footwear developer who pushes to get timely, accurate answers for team members and customers alike. His rapport with customers is amazing, whether answering questions or taking feedback."*

*"Andy adapts to a broad range of project types. We worked together on top shelf and value patterns, with his insights adding great value for both customers and consumers."*

# Sample Development Report

Sample report I created as the master document for every development project. This document was updated and shared with all stakeholders as changes occurred and affected timelines.

Photo / Artwork	Customer	Style Name	Style #	Last #	Outsole # , Material	Midsole # , Material	Insole # , Material	Color	Upper	Lining
	ABCD Co.	Hiker	1234-A	01-D	1234-01-D Rubber	1234-02-M PU	1234-01-PU PU+Foam	Brown/Orange	1.4-1.6mm FGL, Scratched Rubber, Brazil PU, BK Mesh	Nylon Mesh
			<i>Determined and provided by Customer</i>	<i># assigned by last factory</i>	<i># assigned by factory, Material specified by customer</i>	<i># assigned by factory, Material specified by customer</i>	<i># assigned by factory, Material specified by customer</i>		<i>Primary material listed first</i>	

ILR Sample								FLR Sample				
Sample Request #	Sample Request Date	Pullover			ILR			Sample Request #	Sample Request Date	ETD	ETA	Rec'd
		ETD	ETA	Rec'd	ETD	ETA	Rec'd					
1234-01-0204-AB	2/4/19	2/18/19	2/24/19	2/20/19	3/18/19	3/24/19	3/23/19	1234-02-0330-AB	3/30/19	4/6/19	4/9/19	4/8/19
<i>Initial Line Review Sample</i>								<i>Final Line Review Sample</i>				
<i>Specific to each sample request</i>		<i>Determined by factory, generally 2-3 weeks</i>	<i>Will depend on shipment forwarder, generally a few days to a week</i>	<i>Date sample rec'd</i>	<i>Determined by factory, generally 4-6 weeks from initial request date</i>	<i>Will depend on shipment forwarder, generally a few days to a week</i>	<i>Date sample rec'd</i>	<i>Specific to each sample request</i>		<i>Determined by factory, generally 4-6 weeks from initial request date</i>	<i>Will depend on shipment forwarder, generally a few days to a week</i>	<i>Date sample rec'd</i>

CFM Sample						SMS Sample					
Sample Request #	Sample Request Date	ETD	ETA	Rec'd	Qty (pairs)	Sample Request #	Sample Request Date	ETD	ETA	Rec'd	Qty (pairs)
1234-03-0412-AB	4/12/19	5/14/19	5/17/19	5/17/19	4.5	1234-04-0520-AB	5/20/19	7/1/19	7/8/19	7/9/19	20.5
<i>Confirmation Sample</i>						<i>Salesman Sample</i>					
<i>Specific to each sample request</i>		<i>Determined by factory, generally 4-6 weeks from initial request date</i>	<i>Will depend on shipment forwarder, generally a few days to a week</i>	<i>Date sample rec'd</i>		<i>Specific to each sample request</i>		<i>Determined by factory, generally 6 weeks from initial request date</i>	<i>Will depend on shipment forwarder, generally a few days to a week</i>	<i>Date sample rec'd</i>	

PO					Notes
Submitted	ETD	Fty CFM	ETA	Total QTY (pairs)	
5/20/19	9/20/19	5/22/19	10/20/19	3600	
<i>Purchase Order</i>					
<i>Date customer PO is rec'd, generally the original PO is sent to factory same day</i>	<i>New Styles: 110-120 days from PO submission date Reorder Styles: 90-100 days from PO submission date</i>	<i>Date factory confirms PO ETD</i>	<i>Determined by Freight Forwarder, Port of Origin, Port of Destination, seasonal freight traffic</i>		<i>Any changes to the timeline are called out here with dates changes are added and any clarifying information</i>

# Startup Plan: The 3 “E’s”

## Education

- Familiarize myself with the current development processes, roles, and resources.
- Learn applicable product knowledge for past and current projects.
- Research main contacts and stakeholders.
- Introduce myself to main contacts, within and outside the organization.

## Evaluation

- Prioritize projects based on timeline and scope.
- Establish clear communication lines and relationships with cross-functional partners.
- Understand the KPIs for the department and how those relate to other departments.
- Research the key success drivers and pain points, and how they connect to the overall product timeline.

## Execution

- Support the product creation process with detailed tech packages.
- Ensure all projects have complete and accurate Bills of Materials.
- Monitor and track product progress, through production.
- Work with material, component, and factory partners regarding product solutions and requirements.
- Travel to factory and vendor facilities to at key timelines points for project and product reviews.
- Share priorities with the team internally and externally.



## **Resume – Andy Guiles**

# Andy Guiles

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## CAREER PROFILE

Solutions-driven **PRODUCT DEVELOPER** with eight years of progressive experience in product development, project management, manufacturing, production, commercialization, and customer service. Experienced at building international cross-functional and cross-cultural partnerships for business success. Management expertise includes:

### AREAS OF EXCELLENCE

- |                                  |                                            |                             |
|----------------------------------|--------------------------------------------|-----------------------------|
| ✓ Product / Material Development | ✓ Project Management                       | ✓ Sourcing                  |
| ✓ Manufacturing                  | ✓ Commercialization                        | ✓ Cost Analysis/Negotiation |
| ✓ Product Line Management        | ✓ International Team Relationship Building | ✓ Customer Communications   |

## PROFESSIONAL ACCOMPLISHMENTS

### Product Development / Project Management

Six years as Product Developer for a \$12.8 million global footwear sourcing, development, commercialization, manufacturing, and consulting agent / services provider.

- Improved development **SKU adoption rate by 75%**, ensuring styles met margin targets.
- Led all fabric selection, application, and sourcing / development direction for a new \$150,000 customer. Negotiated **15% reduced factory volume minimum** resulting in a **30% increase in customer's total purchased quantities** vs. original projections.
- Successfully directed the development and production of a new product line, resulting in **additional annual customer orders of \$2.0 million**.
- Selected to redevelop the relationship and product line for an existing customer, resulting in **50% shorter development / production timelines** and a **200% increase in orders** in the first year on the account; **30% increase** in the second year.
- Developed material improvements for an existing program of 500,000 pairs annually, resulting in **10% fewer returns**.

### Manufacturing / Sourcing

Eight years experience building relationships with international / domestic customer, suppliers, and factories

- Successfully transferred a \$3.0 million customer program to a new factory, **reducing annual product costs by 10%**, and **improving production lead times by 15%**.
- Initiated and monitored the certification of partner factory's Testing Lab for additional testing protocols, leading to a **7% increase in customer's total order volume** and **introduction of certified products into a new market**.
- Negotiated production material costs with a nominated supplier, **lowering annual cost of goods by 5%**.
- Introduced and on-boarded new material suppliers to improve product performance for assigned Work / Safety product. Negotiated sample / production material costs, lead-times, and coordinated material purchases / shipments.

# Andy Guiles

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## Account Management / Customer Service

8 years experience as Main Point of Contact for 5 - 15 customers, as a Buyer's / Seller's Agent and Wholesale Account Manager

Created shared product calendars with major milestones and distributed to all parties. Managed all communication between global business units / suppliers to optimize product / processes between development and manufacturing.

Improved **SKU adoption rate by 75%**, ensuring styles met margin targets.

Tracked and reported on landed international shipments (\$4.0 million annually) from Shipment Booking to Receipt, including 3PL communication, Customs documentation, and drayage.

Scheduled / planned International and Domestic travel for responsible accounts at project milestone reviews.

Managed all Wholesale and E-commerce orders for the house brand(s), **processing ~\$12 million in annual purchase orders.**

## WORK EXPERIENCE

Redwing Asia, LLC - Portland, Oregon	04 / 2012 – 03 / 2020
<b>Footwear Product Developer</b>	09 / 2015 – 03 / 2020
<b>Junior Footwear Product Developer</b>	04 / 2014 – 09 / 2015
<b>Wholesale Account Manager</b>	04 / 2012 – 04 / 2014

A \$12.8 million global footwear sourcing, development, commercialization, manufacturing, and consulting agent / services provider, partnering with brands, vendors, and factories in more than 10 countries.

Account responsibilities included Outdoor, Work/Safety, and Lifestyle product for Men's, Women's, and Kid's.

MedEx Opinions - Eugene, Oregon	04 / 2012 – 01 / 2013
<b>Quality Assurance Specialist</b> (Temporary Hire / Contractor)	

A \$4 million medical group practice specializing in Independent Medical Examinations for Worker's Compensation claims.

## EDUCATION

California Polytechnic State University - San Luis Obispo, CA  
Danish Institute for Study Abroad - Copenhagen, Denmark

**Bachelor of Architecture**  
**Architectural Studies**