KORRY HOGLAN

PRODUCT DEVELOPMENT DIRECTOR

INDUSTRIAL DESIGN • INNOVATION •
CONSUMER INSIGHTS • COMMERCIALIZATION

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HIGHLIGHTS

6,000+ SKUs Managed	**320+** Game Products Commercialized
35+ Design & Utility Patents	**15+** Manufacturing Partners
7 Countries worldwide	**35%** Ecommerce Sales Growth
30% Retail Sales Growth	**20%** Manufacturing Productivity Improvement
25% Manufacturing Cost Reduction	Global Perspective

CORE COMPETENCIES

- Product Development
- Product Strategy
- New Product Development (NPD)
- Product Lifecycle Management (PLM)
- Product Portfolio Management
- Product Roadmaps
- Consumer Insights
- Market Research
- Trend Forecasting
- Competitive Analysis
- Product Innovation
- Industrial Design Leadership
- Cross-Functional Leadership
- Global Manufacturing
- Vendor Management
- Overseas Manufacturing
- Product Launch
- Cost Reduction
- Margin Improvement
- DFM / DFA / CMF
- Materials & Manufacturing
- Packaging Optimization
- Intellectual Property Development
- Retail Product Development

Executive Summary

Product Development Director with 20+ years of experience identifying emerging market opportunities, translating consumer behavior into commercially successful products, and leading multidisciplinary teams from concept through commercialization.

Known for identifying emerging market opportunities, building high-performing product portfolios, and driving profitable category growth through consumer insights, global manufacturing, and cross-functional leadership.

Managed product portfolios exceeding 6,000 SKUs, developed three new product collections and quarterly assortment refreshes across key retail accounts, collaborated with 15+ manufacturers across six countries, contributed to 35+ design and utility patents, and brought more than 320 successful gaming products to market.

Recognized for combining consumer research, demographic analysis, manufacturing expertise, retail strategy, and product innovation to create differentiated products and revenue growth while improving consumer value, increasing manufacturing efficiency and reducing costs.

Professional Experience

OSP HOME FURNISHINGS

Design Director 2018

- Increased ecommerce sales 35% and brick-and-mortar sales 30% through product strategy, market research, product development, and commercialization.
- Led quarterly product-development and cost-reduction reviews with 30-day post-launch SKU evaluations.
- Directed cross-functional product development supporting eight sales and marketing teams.
- Managed relationships with 15+ manufacturers across six countries.
- Identified emerging consumer trends that created commercially successful product categories.
- Recognized the gaming furniture opportunity before it became the company's top-selling desk category.
- Led end-to-end product development from concept through commercialization.
- Directed product strategy for Target, Costco, Walmart, Amazon, Wayfair, Staples, HomeGoods, Sam's Club, Office Depot, OfficeMax, At Home, and Nebraska Furniture Mart.

Z-LINE DESIGNS

Design Director - Promoted from Senior Designer 2007-2018

- Recruited for design, engineering, and product development problem solving.
- Co-developed the first universal flat-panel TV wall mount.
- Named on 15+ patents covering the wall mount product family.
- Managed multidisciplinary industrial design teams.
- Developed products for Walmart, Target, Costco, HomeGoods, Amazon, Wayfair, Nebraska Furniture Mart, Staples, Office Depot, OfficeMax, BJ's Wholesale Club, Fry's Electronics, and Sears.

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DESIGN & TECHNOLOGY

- Rhino 3D
- 3ds Max
- V-Ray
- Adobe Products
- Microsoft Office
- AI-Assisted Product Development
- n8n Workflow Automation
- AI Agents
- ChatGPT
- Claude
- Notebook LM
- Prompt Engineering
- Rapid Prototyping/3D Print/CNC
- Design Research
- Product Visualization

RETAIL PARTNERS

• Target • Walmart • Costco • Amazon • Wayfair • Sam's Club • HomeGoods • American Furniture Warehouse • Nebraska Furniture Mart • Living Spaces • Staples • Office Depot/Max • At Home • BJ's • Fry's Electronics • Sears • Others

GLOBAL MANUFACTURING

• China • Taiwan • Vietnam • Cambodia • Malaysia • Indonesia • India

PATENTS & AWARDS

- 35+ Design & Utility Patents
- Trailblazer Award
- Cedia Best New Product Award
- Innovations Design & Engineering Award
- Multiple ADEX Design Awards

EDUCATION

B.S. Industrial Design, (Honors)
Arizona State University, Tempe, Arizona

Selected for InnovationSpace, Arizona State University's multidisciplinary product-development program.

Associate Degree, Engineering Transfer
SFCC, Spokane, Washington

Innovation and Impact Highlights

Pioneered the Mass-Market Gaming Furniture Category

Identified and built the gaming furniture category with 320+ products becoming a top selling category.

Commercialized Lockdowel Technology

Integrated Lockdowel fastening into RTA furniture, easy assembly, reduced costs and enhancing customer experience.

Universal TV Wall Mount Innovation

Co-developed the first universal flat-panel TV wall mount, contributing to 15+ patents.

Global Manufacturing Improvements

Increased production efficiency by 20% and reduced manufacturing costs by 25% across multiple factories

Innovative Gaming Surface

Developed a carbon-fiber inspired desktop surface that delivers superior performance and durability

Built High Performance Product Teams

Research-driven product development methodology that expanded an initial container retail launch into 36 additional containers and later scaled to hundreds of successful products.

Leadership Philosophy

My product development methodology begins with understanding markets rather than products.

I research demographics, career mobility, housing trends, cultural shifts, technology adoption, and consumer behavior to identify opportunities before they become mainstream.

I believe influence consistently outperforms authority. My leadership style emphasizes clear communication, active listening, adaptability, accountability, and direct collaboration with global manufacturing partners to reduce development time and improve execution.