

# JACK LOVLEY

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## PRODUCT INNOVATION LEADER

Extremely motivating manager leading by example and thriving in an entrepreneurial atmosphere of tight schedules, cost competitiveness and a ceaseless commitment to quality. Maintains a proven winning record initiating, developing, and launching innovative products that create competitive advantages, consumer interest, and increase organizational revenue.

- Strong People-Centric Leader
  - Innovation Development
  - Strategic Visionary
  - Cross-Functional Communication
  - Overseas Product Development
  - Process Development & Implementation
  - Category & Roadmap Leadership
  - Product Life Cycle Management
  - Consumer Insights Testing
  - Patent Protection
  - QA/QC Management
  - Broad Molding & Manufacturing Expertise
- Prefer a fast-paced role focused on multiple levels of product development, project management and international communication & travel (with both customers and suppliers)
  - Manage the product development process from brainstorm to shelf; with a strategic focus on cost, safety, quality, timing and schedule
  - Establish critical paths and milestones to ensure schedule adherence and successful delivery of products
  - Evaluate and provide feedback on 3D images, prototypes, off-tool samples and production samples
  - Offer product suggestions to save on cost and improve quality; evaluate ways to expedite and optimize schedules
  - Ensure new designs and samples are consistent with the integrity of the brands; follow up on all product approvals
  - Provide design and engineering solutions throughout the product development life cycle; identify risks and opportunities to mitigate potential delays and production challenges
  - Suggest ways to innovate and improve existing designs; work closely with vendors to balance business, technical and design objectives
  - Maintain diligent and daily communication with all customers, overseas teams & factories; respond to questions & provide updates on a timely basis
  - Liaise with US office, factories and international teams regarding development, pre-production and shipment samples, and negotiate tooling and final product costs
  - Schedule and engage in regular conference calls with overseas teams and vendors
  - Manage domestic China CCC testing and factory compliance
  - Communicate with testing labs regarding document submissions and generic TRF requests; Follow up on report status and routine re-submissions (test failures/expired reports)
  - Attend ASTM subcommittee meetings to ensure industry-wide safety, participate in maintenance of existing test protocols, and development of new product category protocols.
  - Complete routine administrative management tasks as needed

## PROFESSIONAL EXPERIENCE

### **BRAVO SPORTS, Santa Fe Springs, CA**

**2005-2022**

Mass channel offering of skateboards, scooters, skates, electric ride-ons, protective gear and outdoor instant canopies

#### **Senior Director of Product Development & Quality**

Member of the senior leadership team setting the strategic product vision, goals and long-term roadmap for Bravo Sports Mass Channel products. Built consensus with key stakeholders across the organization on key initiatives, strategies and tactics. Responsible for managing and mentoring the development team that commercialized all Bravo Sports products.

- A key senior leadership team member that developed the long-term product strategy.
- Held a cross-functional role in both Product Development and Quality Management.
- Created a new product development process that effectively led to winning new business.
- Directed and implemented product development from inception through commercialization.
- 40 US patents issued in multiple product categories.
- Presented to major retailers (Walmart, Target, Academy, Dick's, Amazon, Home Depot, etc.).
- Responsible for full-scale project plans and associated communication documentation.
- Significantly improved margins on multiple products in every Brand category.
- Created over 300 assembly & use manuals across multiple product categories.
- Defined sales and training tools required to communicate and differentiate product stories.
- Voting member of ASTM F08 & F15, UL Standards Panel, and IEC Technical Committee.

### **AQUABREW, Santa Ana, CA**

**1996-2003**

Privately held electronic equipment manufacturing and R&D company specializing in product innovations for the office coffee service and fluid controls industries.

#### **Principal/VP PD & Operations**

Strategic Planning / P&L, Product Creation & Innovation, Brand Management, Technical Sales, Equipment Service Training, General Management of Operations & Manufacturing

- Successfully developed a 24/7, in-house molding division, including acquisition of rotational, injection and vacuum molding machines.
- Developed the first-ever, rotationally molded coffee brewer housing.
- Directed a team of 8 department managers and 60 production line employees.
- Redesigned coffee brewer boiler used in entire line of brewing equipment which reduced per-unit production time from 45 minutes to 3 minutes.
- Reduced PCB assembly completion time by 25% thru creation of rotating pick-and-place system.
- Invented "Scale Grenade" (sodium polyphosphate injector) to eliminate limescale build-up inside boiler.
- Created assembly, use & troubleshooting manuals for entire line of brewing equipment.
- Led development of patented, vacuum insulated "Ultimate Server" which included a removeable and cleanable, PTFE (Teflon) visual contents indicator (site tube located within the handle).
- Constructed a working prototype of the first ever, push-button, electronic airpot coffee dispenser. Worked with Zojirushi America to bring product to market.

**National University, Costa Mesa, California**

**Bachelor of Business Administration**

**Summa cum Laude**

**June 1993**

## ***Concept-to-Shelf & Beyond Skill Set Description***

**Analyze the Market** for products & components related to Bravo product lines. Canopies / Camping Chairs / Skateboards / Scooters / Licensed products (skateboards, scooters, skates, helmets, pads) / Helmets. Become the in-house expert on the competition.

**Find Product Opportunities and/or Innovations** for new products that fill holes in the market, solve problems or resolve consumer complaints. Examples:

- a. SafeStart 3-Wheel Scooter – there were no electric scooters for little guys (3-5yrs), so a patented, slow, ramp-up speed technology (that made sure little ones wouldn't get thrown off by a scooter starting out too quickly) was developed.
- b. Brightly-lit, LED Scooter that eliminated replacement battery and charging cable problems by inventing a patent-pending system to power LED's surrounding the deck and steering column, by the motion of the user pushing the scooter along the ground, without any batteries, chargers or switches.

**Make Hand-Made, Functional Prototypes** that fill product gaps or solve identified problems.

**Sell the Idea** to CEO & Sales team by presenting prototype, its features & benefits, and the rationale for the development of the product.

**Work at Foreign Factories** to finalize drawings, make first article CNC samples, determine tooling costs and component sources. Convince factory owners and engineers that something they do not understand, is, in fact, possible. I am experienced in several polymer fabrication processes, including injection molding, vacuum-forming, rotational molding and thermo-forming. And metal fabrication and finishing, including robotic welding and aluminum casting, forging & injection molding and galvanization and powder-coating. I have an excellent understanding of what is possible, and an uncanny ability to convince factory engineers to try things they insist are not possible.

**Provide a US Presence Overseas** to ensure there are no illegal activities or social compliance violations occurring.

**Negotiate FOB & Tooling Costs** with factories. Ensure minimal cost & maximum quality is attained.

**Determine Testing & Inspection** requirements, (per Industry Standards i.e., ASTM, CPSC, EN, CFR, etc.), develop Specific Inspection Criteria (SIC) to ensure the product is produced and packaged per spec, and that it will perform as envisioned. Also maintain voting memberships at standards organizations to ensure company representation, and that safe, reliable products are produced within the company's industries.

**Conduct Misuse & Abuse Analysis** to determine if unforeseen product issues exist that may not meet industry standard testing.

**Manage Internal QA & QC Personnel** and ensure assembly-line is properly equipped to produce product correctly every time. Visit factories regularly to witness production and verify SIC compliance.

**Draft Assembly & Use Manuals** include concise, step-by-step verbiage and appropriate drawings/images to ensure customer satisfaction and safety after purchase, while assembling the product, and during use (Adobe Illustrator). Direct the production of assembly videos for more complicated products.

**Work with Marketing** to design packaging that properly relays the product features & benefits, and meets applicable testing standard labeling requirements.

**Provide Technical Sales Support** and make presentations to Walmart, Target, Home Depot, Lowes, Dick's, Amazon, TRU, Academy Sports and many other National Retailers.

**Train Customer Service Representatives** by educating them on the features and benefits of new products and how to diagnose and solve consumer complaints and product assembly questions and performance issues.

**Protect Intellectual Property** by working directly with patent firm (Knobbe, Martens in Irvine) to draft patent claims that protect new, innovative ideas and ensure the claims are broad enough to prevent competitors from working around them.

**Provide Documentation and Depositions** for CPSC Recalls and Legal issues, should they arise.