

ADAM EMENECKER

PRODUCT DEVELOPMENT

Collingswood, NJ
856 430 9142
emenecker.adam@gmail.com
adamemenecker.com

EMPLOYMENT

Mayzon - New Castle, DE

Senior Product Manager - Apr 2023 - Present

Product Manager - Aug 2020 - Mar 2023

- Lead 20+ innovative product development projects annually utilizing a cross-functional team.
- Develop, align & execute category-level product strategies across multiple categories & accounts.
- Manage full product lifecycle for 500+ SKUs from concept through manufacturing, commercialization & launch.
- Conduct competitive analysis, trend research & sales data analysis across a \$1-4B market to identify opportunities.
- Drive SKU rationalization initiatives to improve portfolio efficiency & performance.
- Collaborate with sales to develop presentations & merchandising materials supporting \$200M+ in annual sales.
- Manage and mentor a Product Development Coordinator, supporting execution across multiple product categories.

Mayzon - New Castle, DE

Industrial Designer II - Mar 2016 - Jul 2020

- Led end-to-end product development from concept ideation through production launch.
- Advanced 50+ concepts through iterative sketching, prototypes & testing to support innovation.
- Developed trend-driven products for private label and licensed programs across major retailers.
- Collaborated cross-functionally with sourcing, engineering & manufacturing to ensure execution.
- Produced technical drawings, specifications & documentation to support vendor production.
- Contributed to patented product innovations & cost-optimization initiatives across multiple categories.

Ginsey Home Solutions - Swedesboro, NJ

Product Designer - Sep 2015 - Feb 2016

Product Development Coordinator - Feb 2014 - Aug 2015

- Developed concept sketches, prototypes & CAD renderings for product lines & presentations.
- Collaborated with licensors, vendors, sourcing & engineering throughout product development cycles.
- Created technical drawings & production specifications for manufacturing and vendor quotation.
- Supported innovation efforts through prototyping, customer feedback & manufacturing optimization.
- Designed packaging, trade show displays & retail visual merchandising assets.

EDUCATION

Thomas Jefferson University, Bachelors of Science: Industrial Design - May 2014

Short Term Study Abroad: MSID, Intercultural Innovation: Hong Kong, Shenzhen, Shanghai - March 2014

CLIENTS & PARTNERS

Armstrong World Industries Inc, Church & Dwight Co, Disney, Dollar General Corporation, Dollar Tree Inc, Dotdash Media Inc, HomeGoods, Home Depot, The Kroger Co, Lowe's, Meijer Inc, Menard Inc, MGA Entertainment Inc, Newell Brands, Paramount Petco Animal Supplies Inc, Petsmart LLC, SANRIO CO LTD, Sesame Workshop, Target Brands Inc, Umbra, Unilever, Walmart

ACTIVITIES & AWARDS

Alumni Entrepreneur, Blackstone Launchpad, 2014
Maurice Kanbar Excellence in Design Award, 2014
Comcast Sprint Competition Award, 2014
Associate, Solidworks Mechanical Design Certification, 2017
University of Michigan, Introduction to User Experience, 2019
Microsoft Excel, Intermediate Training for Today's Professionals, 2022

PATENTS

Adjustable Door Hooks & Racks, US Patent No. 11,503,935 - 2022
Shower Curtain Clips, US Patent No. 11,553,821 - 2023
Adjustable Tension Rods, US Patent No.12,082,732 - 2024

SKILLS

Adobe Creative Suite
Autodesk 3DS Max
Autodesk AutoCAD
Consumer Insights
Google SketchUp
Licensing & Private Label
Luxion Keyshot
Manufacturing
Market Research
Microsoft Office
Quality Assurance
Rapid Prototyping
RhinoCeros
Solidworks
Supply Chain
Trend Analysis