

GRAY BRIGHT

RESUME

An electronics business specialist, with 15+ years experience in product development, buying & marketing, operations and management at international retailers and innovative start-ups.

Strong technical background (Robotic and Mechatronic Engineering), coupled with ability to successfully work with senior management.

Proven record for increasing sales and financial performance of category/product. Highly creative and innovative (recipient of visionary award), with genuine passion for technology.

WORK EXPERIENCE

- INNOVATION PROJECT LEAD**

JOSEPH MARK: **LOS ANGELES, USA (2014 - present)**
 InnovationX - Focused on experimentation, innovation and development of bleeding edge digital properties across multiple verticals. Digital properties developed by Josephmark include: HASH (www.thehash.today), Undrtone (www.undrtone.com), Airsickness (www.airsickness.com) and MySpace (www.myspace.com).
- FOUNDER**

I/O LAB: **LOS ANGELES, USA (2013 - present)**
 Consultancy focused on consumer electronics, from manufacturing and logistics through to retailing and distribution. Developed the future of retail for will.i.am & 3D Systems, create & distribute CE product 'Groupie Stick'.
- BUSINESS DEVELOPMENT MANAGER**

ZENIXX: **USA / AUS / CHINA (2011 - 2013)**
 Lead the global expansion of Australia/Chinese based consumer electronics company Zenixx. Production included 600+ electronic products from AV to Youth Electronics. Brands included private label and licensed (such as Barbie, Hot Wheels, Skylanders, Simpsons, South Park and more) selling product to distributors and retailers globally.

 - Visionary of the Year award recipient
 - Recognized exceptional visionary talents, ideas, and actions.
- HEAD OF PRODUCT DEVELOPMENT**

DICK SMITH ELECTRONICS: **SYDNEY, AUS (2010 - 2011)**
 Responsible for the production, supply and merchandising of products under the private label and control label brands. Developed merchandising strategies, budgets, sales and profit objectives whilst managing team of design engineers.

 - \$100M FY10 category revenue
 - 1,500 private brand product portfolio
 - Profit leading brand within business
- BUSINESS MANAGER / NATIONAL BUYER**

DICK SMITH ELECTRONICS: **SYDNEY, AUS (2009 - 2010)**
 Developed and executed product ranges and promotional programs in the Computer Peripherals category. Category increased from fifth to second largest revenue within company whilst increasing profit to company leader.

 - \$120M FY09 category revenue
 - Profit leading category within business
 - Architect of a world first zero-cost inventory model for in-store software sales
- EXTENSIVE EXPERIENCE**

WOOLWORTHS LIMITED: **MULTIPLE LOCATIONS (2000 - 2009)**
 Various roles within multiple divisions at Australia's largest retail corporation group, over a total employment period of 11 years. Completed internal graduate program.

 - Multiple awards and recognizable achievements
 - Corporate and operational divisional experience included (+ US equivalent):
 Dick Smith & Tandy (BestBuy), Big W (WalMart), Woolworths (Ralphs)
 - Extensive divisional working experience including:
 Buying, e-commerce, Engineering, Human Resources, Finance, Logistics, Marketing, Operations, Service, Web, Research & Development

EDUCATION

SWINBURNE UNIVERSITY

ROBOTIC AND MECHATRONIC ENGINEERING
 ADVANCED DIP.

This study brought together the complementary disciplines of Robotics and Mechatronics, which are founded in the Engineering Sciences, Software, Mechanical / Electronic Engineering. Major emphasis placed on automation of systems and manufacturing. Embracing the design and operation of diverse devices and their integration with other systems.

2005 **MELBOURNE, AUS**

TRUSTFORTE CORPORATION

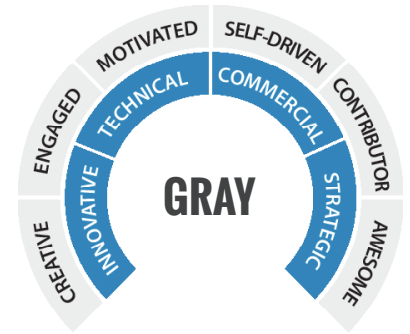
BUSINESS ADMINISTRATION
 BACHELOR (EQUIVALENCY)

Awarded Bachelor Degree equivalency by a verified review of professional credentials and prior academic results. Verified experience in business administration, strategy, marketing and related disciplines of business practice.

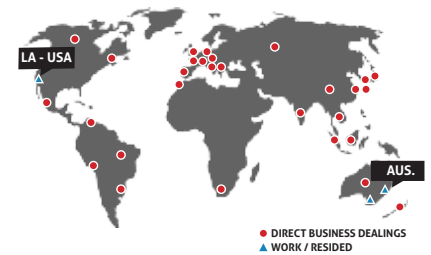
2013 **NEW YORK, USA**

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WHO AM I?



INTERNATIONAL EXPERIENCE



INTERESTS

ELECTRONICS ARDUINO
 BACK TO THE FUTURE & GHOSTBUSTERS
 HACKERSPACE START-UPS
 TECHNOLOGY
 STANDUP COMEDY FUN
 LEARNING TRAVEL DESIGN VIDEO
 AWESOMENESS SCIENCE
 KICKSTARTER "ABC - 0001 0010 0011"

SKILL SETS

