N. Henning Zieger

925 S. Los Robles Ave. Pasadena, CA 91106
626-377-5280 / www.HenningZieger.com

A proven leader of creative teams, Henning Zieger brings together strategic goals and organizational talent to deliver comprehensive solutions through visionary leadership, objective analysis and persistent determination.

Talents

Design, Mechanics, Finance, Marketing

Skills

Strategy and leadership	Business planning	3D CAD	Database scripting
Results-based Management	Budgeting & Forecasting	Computer graphics	Public relations
Activity-based costing	Brand management	Illustration	Customer service
Quantitative Decision Making	Managing creative teams	Copywriting	Bi-Lingual: English, German

Experience

Henning, Inc. Founder and President 2011 – current

Founded a product development firm helping to bring new ideas to market. Complete suite of services from ideation, patent strategy, design engineering, CAD modeling, prototypes and product sourcing. Clients in medical, automotive, consumer products, electrical, recreation and cosmetics including Disney, Paris Truck Co., Konan Medical, Camisasca Automotive, Tesla, Bamko, Dream Wireless, Magnasphere, Sun9, OneDenture and Origin POP.

Genau Design, LLC. Co-Founder, Managing Member 2001-2011.

Founded and managed design agency. Wide range of clients in medical device, automotive, telecommunications, consumer products, appliances, plumbing, non-profit and healthcare. Emphasis in packaging, corporate identity, catalogs and brochures, web, and public relations for Ondine, Fisher & Paykel, Price Pfister, PanCAN, Jacuzzi, Maxim Lighting, Ross Racing Pistons, Sanders Medical, St. Thomas Creations, Vitec Broadcasting, and Washington Mutual.

ShowerStore.com Founder, continued operations 2005-current

Founded and managed on-line retailer of plumbing products. Design and implementation of dynamic PHP-based website, UPS and FedEx shipping integration, Shopping-cart payment gateway, Search engine optimization.

Bathlogix, Inc. Co-Founder, General management 2008-2010

Co-founded and managed consumer products manufacturer. Primary customers and prospects included Bed Bath and Beyond, Price Pfister, Home Depot, Lowes, Menards, TrueValue, and Ace Hardware. Tasks included: Business planning, product definition and sourcing, EDI implementation, Quality manual, Graphic design, Product design, Finance, Accounting and Forecasting.

Folding wing exploration 1999-2000

Patented an ornithological based wing design. Created a business plan and obtained sponsors to attempt a roadable aircraft.

Interbath, Inc. Marketing Director 1994-1999, Marketing Manager 1989-1994, Machine Shop Apprentice/Machinist 1985-1987.

Plumbing fitting manufacturer. Directed marketing efforts through cumulative annual sales growth of 13%. Managed marketing, design and display personnel and activities addressing retail, showroom, home-center, plumbing wholesale, recreational vehicle and OEM markets. Fabricated prototypes, injection-molding, die-punch and assembly line tooling.

Education

University of Southern California. B.S. Business Administration – International Finance 1989-92, Mechanical Engineering 1987-89.
Dale Carnegie Leadership training.

Achievements (see more details online at www.HenningZieger.com)

- Created Sun9 Occupancy Counting Switch
- Created tools for OneDenture denture-creation system.
- Created glowing, pulsing DVD case for Disney
- Created breakthrough products and marketing programs that gained editorial coverage on HGTV and in publications including the Robb Report (cover) and The Wall Street Journal
- Created Market-Leading retail packaging for best-selling products at Lowes and Bed Bath & Beyond
- Expanded Cash Cows through niche-identified line extensions and multi-purposing existing components to reduce costs and increase sales
- Helped increase category sales at national retailers including 20% at The Home Depot by thinking beyond the immediate target to help people buy what they really want
- Created closed-loop marketing programs with feedback mechanisms to identify new opportunities
- Increased productivity of creative team 15% annually by empowering them to do more
- Lead cross-functional team to reduce inventory 16% in 6 months through sales promotions and liquidation
- US Patent 6,073,882 named by NASA program reviewer as "The most innovative I have ever reviewed."

Career Goals

- Attain a position that allows me to apply my abilities in design, technology and innovation to help create winning products.
- To directly contribute to revenue and bottom-line profit.

View detailed achievements and work results online at www.HenningZieger.com