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| Dale Wagler | dalekwagler@gmail.com • (310) 909-9198dalewagler.com • Moorpark, CA 93021 |

Industrial Design Leader

Visionary design expert with over 20-years of success blending innovation, strategy, and techonology to produce hundreds of revenue generating electro-mechanical products within a billion dollar industry.

Proven leader in developing, implementing, and executing innovative product design from concept to production; aptitude for innovation, optimization, design enhancement, and quality. Adept project manager able to simultaneously oversee multiple initiatives and teams while improving efficiency and ensuring business objectives are achieved on time and within budget. Regarded mentor with demonstrated success guiding and developing team members to think outside the box and produce concepts that drive the business forward. Excellent communicator regularly conveying complex technical information in a clear and concise format to executives, cross-functional teams, and stakeholders. Expert level proficiency in SolidWorks and other CAD packages, Keyshot, Adobe Creative Suite, MS Office + Project, and concept iteration sketches.

## Areas of Expertise

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| * Product Development Lifecycle
 | * Leading & Building Teams
 | * Iterative Design
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| * Strategic Planning
 | * Market Analysis
 | * Revenue Generation
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| * Manufacturing Concepts
 | * P & L Management
 | * Prototyping & Modeling
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# Professional Experience

**Manager of Product Design, July 2019 – Present**

Yamaha Guitar Group, Inc., Calabasas, CA

Helm the Product Design Department with for Yamaha Guitar Group, Inc., a subsidiary of Yamaha Corporation, one of the top guitar producers in the world with three unmistakable brands Yamaha, Line 6, and Ampeg. Lead team members and junior designers in the execution of day-to-day operations, innovative design, and professional development resulting in the release of 100’s of new products and product enhancements that have gone to market.

* Built department from the ground up, strategically developing, implementing, and evaluating all workflows, processes, and key performance indicators (KPI).
* Quickly launched new, high ROI, and fast-to-market products that targeted a fresh revenue stream and sold out instantly upon initial launch; product generated $3.8M in revenue over the last five years.
* Increased the design team’s output by 15%+ year-over-year, streamlining the workflow with a new JIRA system that automated and assigned requests based on urgency.
* Closely monitored the department’s budget against expenditures and growth.
* Pioneered growth and development opportunities for junior designers, resulting in a highly competent team that achieved 100% of their performance goals.
* Spearheaded the design and roll out of next generation graphical user interface for digital products (Mac, PC, iOS, Android).

**Industrial Design Manager, August 2000 – July 2019**

Line 6, Inc, Calabasas, CA

Moved through a series of promotions, culminating in driving the delivery of all aspects of industrial design (generating concept, sketches, 3D assemblies, CMT, manufacturing, and assembly methods) for Line 6, the revolutionary guitar brand that seamlessly blends technology with its product. Conceptualized and crafted designs in close collaboration with the engineering team to produce top quality, highly rated, manufacturable, and cost appropriate products.

* Facilitated strong relationships across divisions to ensure the design team met short-and-long term business objectives and stayed aligned with the product and technical roadmap guiding the company.
* Regarded as subject matter expert in user center design.
* Conceptualized and led the industrial design for Line 6’s Helix products, considered to the most advanced guitar processor ever created.

**Additional Experience**

United States Marine Corps | Oversaw a 60-person electronic maintenance platoon responsible for maintaining, repairing, and ensuring telecommunications remained operational for units in the field. Awarded the Navy & Marine Corps Achievement Medal.

# Education

**Bachelor of Fine Arts, Industrial Design, Cum Laude**

Southern Illinois University Carbondale

Member, Phi Beta Kappa, Golden Key