

Mark McKenna

GLOBAL DESIGN DIRECTOR

Entrepreneurial, executive design director with 20 years of global leadership and design management experience in matrixed environments. Future-focused, visionary and strategic leader not bound by convention. Grows talent by empowering teams' decision-making to identify solutions and by building trust through fair, clear communication. Fine-artist industrial designer aligning product beauty and functionality with business needs.

AREAS OF EXPERTISE INCLUDE

Executive Design Leadership
Global Product Development
Turnarounds & Change Management

Talent Development & Coaching
Design Partnerships
Cross-functional Collaboration

Influential Leadership
P+L Management
Furniture & Lighting Industries

PROFESSIONAL EXPERIENCE

Steelcase Corp.

Grand Rapids, MI | 2012-Present

Global Design Director | Workplace Innovation

2018-Present

Selected by CEO as 1 of 3 leaders to serve in the newly formed Workplace Innovation group. Identifies opportunities and creates new implementation channels to balance tactical and strategic market needs. Drives change management.

Current projects include:

Developing a global product concept evaluation tool to guide critical thought on all product concepts.

Originating a new, market-facing, research-based approach to the company's global brand message, in collaboration with EVPs and VPs. Built a strategic relationship with a global thought leader.

Global Design Director | Seating, Microsoft 2017-2018

Turnstone, Education, Worktools 2012-2017

Recruited to Steelcase in 2012 to lead Turnstone and Education categories, with the addition of Worktools in 2015. Selected in 2017 to lead the prestigious Seating category. Oversaw a collaborative effort with the Microsoft design team for Roam Surface Cart (2017-2018). Designed product lines representing up to \$1B in revenue. Supervised 2-5 Designers.

Revitalized employee morale due to misalignment of 2 embedded business cultures at Microsoft, resulting in the improved integration of design intent with manufacturing feasibility for increased output.

Transformed the product portfolio and business models of 3 underperforming and neglected business units into coherent and viable lines, including straightforward line extensions and complete new products.

Grew Turnstone by 50% and Education by 25%; and stabilized Worktools. Reframed the Turnstone brand as an "innovation engine" for Steelcase.

Developed standards that were replicated throughout the organization; and introduced alternate approaches to development for competitive advantage.

Humanscale Corp.

New York, NY | 2009-2012

Design Director (de facto VP Product Development)

Recruited as 1st cross-departmental product development executive. Oversaw 2 direct and 16-18 indirect reports.

Quickly recognized the need for a complete departmental overhaul. Led the transformation from compartmentalized resources into a coordinated, deeply integrated, and streamlined product development group with centralized data storage and filing systems. Created career development paths, job descriptions, and pay scales for team members.

Secured \$15M contract with Dell.

Established the 1st centralized global scheduling and stage gate system, radically reducing time to market from 5 years to 30 months. Introduced an intuitive and visual global product roadmap tool that streamlined the adoption of new projects and clarified team workload across the organization.

ADDITIONAL EXPERIENCE

mmckenna LLC: Founder/Creative Director

New York, NY | 2003-2009

Founded and managed this product development company synthesizing technology and form, utilizing Lean for efficiency in sales, processing, and inventory.

Grew team to 4 employees with \$500K in annual revenue.

Designed and produced a line of 6 lighting products sold in 150+ retail locations in 21 countries.

Ranked among Top 100 Designers by Time Magazine (2008). Work was published in 30+ national and international periodicals.

Contracted by Humanscale to design and develop a next-gen LED task lamp, leading to a line of products grossing \$12M per year.

Consulted to multinational corporations, including Caterpillar's Engine Group, generating the styling direction for the world's best selling line of on-highway commercial engines.

Ingo Maurer LLC: General Manager

New York, NY | 1999-2001

Recruited back to spearhead the North American arm of Ingo Maurer GmbH. Successfully launched the New York showroom, including all design, construction, talent selection, and inventory management.

Recommended and secured approval from senior leadership to create the 1st NY-based Project Division that specified and installed lighting for residential and commercial spaces.

Henry Dreyfuss Associates: Industrial Designer

Wood-Ridge, NJ | 1997-1999

Led projects for agricultural giant John Deere. Acted as liaison (in German) to Deere's Mannheim division.

Ingo Maurer GmbH: Industrial Designer

Munich, Germany | 1994-1996

Designed and developed products and exhibitions for one of the world's leading lighting designers, including participating in lighting projects in Luxembourg, Holland, Germany, Italy, and Israel.

EDUCATION

Bachelor of Fine Arts (BFA) in Industrial Design,
University of Illinois, Urbana, IL
Study Abroad, University of Northumbria, Newcastle, UK

Intensive German 1, 2, & 3, Universitaet Muenchen
& Fokus Sprachschule, Munich, Germany

Small Business Management, New York University, New York, NY

PATENTS

40+ Patents (details available on request)

TECHNOLOGY

Rapid Sketching
3D Visualization & 3D Modeling
Physical Prototyping & Model Making

COMMUNITY INVOLVEMENT

ArtPrize Artist, 2014
East Grand Rapids Middle School Robotics Coach

AWARDS (2014-PRESENT)

full list available on request

Best of NeoCon Gold, Roam Surface Hub Card | 2019
HiP Awards Finalist, Turnstone Clipper | 2018
Best of NeoCon Silver, Verb Active Media Table | 2017
Best of NeoCon Product Innovation Award, Baseline Table | 2016
Best of NeoCon Gold, Bivi Dual Height Worksurface | 2016
HiP Award Honorable Mention, Thread | 2015
HiP Award Winner, Brody Worklounge | 2015
HiP Award Honorable Mention, Campfire Additions | 2015
Best of NeoCon Silver, Thread | 2015
Best of NeoCon Gold, Brody Worklounge | 2015
Product Innovations Award Grand Prize (1st Place),
Thread & Brody Worklounge | 2015
Best of NeoCon Best of Show, Thread | 2015
Innovations Awards Gold, Thread | 2015
Innovations Awards Silver, Brody Worklounge | 2015
A+ Awards, Brody Worklounge | 2015
Interior Design Best of Year Awards, Brody Worklounge | 2015
Edison Awards Silver, Brody Worklounge | 2015
Spark Design Awards Gold, Trea | 2014

INTERESTS & HOBBIES

Partner in a 500-acre family farm, vineyard, and hemp plantation in Illinois

Rebuilt, customized, and rides a vintage Moto Guzzi motorcycle

Built a Scottish-style whiskey still, developing an artisanal estate-grown bourbon

Audiophile and music lover