

ROBERT J. WILLIAMS

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FURNITURE DESIGN, PRODUCT DEVELOPMENT EXECUTIVE

- Extensive high-end product research, development, and design expertise in the furniture and kitchen & bath industries.
 - International sourcing, and factory auditing/qualifying.
 - Team development and management, both domestically and internationally.
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LEADERSHIP HISTORY AND RESPONSIBILITIES

THE HABERSHAM PLANTATION CORPORATION – Toccoa, GA

VICE PRESIDENT, DESIGN AND MERCHANDISING

2002 - 2016, 2022 - PRESENT

- Created original and innovative designs of high-quality, luxury furniture and cabinet products for the kitchen and home, providing conceptual vision for both divisions.
- Managed the launch of new furniture product lines every six months: designing, selecting product category and product mix, prototyping domestically and overseas, and photography.
- Managed product design/development for the kitchen & bath division for our national client dealer base.
- Designed, developed and launched complete furniture collections for 4 licensees: Versailles Foundation featuring Monet's Estate (Giverny, France), Plaza Hotel (New York, NY), Biltmore Estate (Asheville, NC), and Hearst Castle (San Simeon, CA) for the domestic and international markets. Three of these furniture collections are currently in production and sold nationally and internationally in high-end retail stores and design firms.
- Participated in developing marketing & advertising strategies: trade show planning, design, and marketing photography for the High Point Market and the Kitchen & Bath Industry Show (KBIS).
- Reviewed in-line product mix and defined category strengths and weaknesses.
- Explored and integrated the latest electronic and mechanical hardware into different types of kitchen & bath and furniture products.
- Designed a line of decorative kitchen hardware, and coordinated with a foundry to bring it to production.
- Traveled to Asia (Philippines/Vietnam/China) to audit and qualify manufacturers.
- Trained lead supervisors in proprietary finish techniques.
- Monitored market trends, but also led and created market trends as a first-mover in new product segments and design of finishes. Responsible for developing color forecast and new finishes.
- Monitored industry trends by attending industry trade shows: NeoCon, the High Point Market, the Kitchen & Bath Industry Show, and the International Woodworking Fair.
- Responsible for hiring and developing new artistic talent, including design engineers, draftsmen, fine artists, finish stylists, fabricators and master cabinet and furniture makers, both domestically and overseas for the purpose of assembling design teams to execute large product collections for market.

KEY ACHIEVEMENTS

- Principal Executive in formulating strategy and tactics in executing a new business unit in the kitchen & bath industry. This new kitchen & bath business unit is now a leader in luxury design in the high-end marketplace in the United States.
- Designed over 1000 home products over 20 years; a significant percentage of those products continue to be in production and sold in retail stores and design firms in the United States, Europe, Russia, and the Middle East.
- Original designs have been published in two books and numerous trade and consumer magazines.

JAMES JOYCE & COMPANY – Toccoa, GA

PRINCIPAL

2017 - Present

- Freelance designer for the luxury furniture and kitchen and bath industries, providing original designs, CAD drawings, and high-end 3D visualization.

BALLARD DESIGNS – Atlanta, GA
SENIOR DIRECTOR, PRODUCT DESIGN
2016 - 2017

- Led the Product Design team in establishing the end-to-end process of designing proprietary products across all categories from conception to completion: conceptualizing, refining and delivering innovative product design solutions for current and new/targeted merchandising strategies.
- Set direction and advised Merchant team and vendors on optimal product design.
- Researched trends and new product concepts while conducting competitive reviews to inform product design, trends, design influence, and design influencers.
- Reviewed and evaluated vendor execution of design including vendor site visits (domestic and international), sample review, and final product turnovers.

THE HABERSHAM PLANTATION CORPORATION
FURNITURE DESIGNER – Toccoa, GA
1996 - 2002

- Provided conceptual vision for product line and corporate branding, reflecting seasonal changes in trends and innovations.
- Created original designs of high-quality, luxury furniture products for the home.
- Provided oversight and managed the launch of new furniture product line every six months: designing, selecting product category and product mix, prototyping domestically and overseas, and photography.
- Developed and refined furniture finishes and finishing techniques.
- Trained lead supervisors in proprietary finish techniques.
- Designed new artistic imagery for application to furniture pieces.

RJW FURNISHINGS – Metamora, MI
OWNER/PRESIDENT
1992 - 1996

- Created a start-up furniture design and manufacturing company, producing a high-end furniture line that sold to 21 retail stores along the East Coast.
- Established relationships with high-end architects and interior designers to create one-of-a-kind furniture pieces.

CLD ENTERPRISES – Bloomfield Hills, MI
FURNITURE DESIGN & FABRICATION
1991 - 1992

- Furniture design, fabrication, and installation of soft furnishings, draperies, and case furniture for custom clientele.

ANNOOR SANATORIUM – Mafraq, Jordan
CABINET MANUFACTURING & CONSTRUCTION
1988 - 1989

- A volunteer opportunity: provided construction assistance for a 40-bed medical facility specializing as the premier referral center in the Middle East for lung diseases. Fabricated custom cabinetry throughout the hospital.

CREDENTIALS & TECHNICAL SKILLS

Professional memberships:

- American Society of Furniture Designers
- Institute of Classical Architecture

Technical software skills include:

- Missler: TopSolid Design (integrated CAD/CAM/ERP software for product design/engineering)
- Luxology/The Foundry: MODO (3D modeling, animation, sculpting, effects, rendering)
- Next Limit Technologies: Maxwell Render (renders images/films/animations from 3D models)
- Adobe Creative Suite: Photoshop, InDesign, Illustrator, After Effects
- Apple: Final Cut Pro (advanced video editing)

EDUCATION

MOODY BIBLE INSTITUTE - Chicago, IL
1987 – 1990

- Studies toward Bachelor of Science in philosophy and ancient Koine Greek.

OAKLAND COMMUNITY COLLEGE, Auburn, MI
1989

- Studies toward Bachelor of Science in philosophy and ancient Koine Greek.

WORD OF LIFE BIBLE INSTITUTE - Schoon Lake, NY
1985-1986

- Studies toward Bachelor of Science in philosophy and ancient Koine Greek.

PRIOR EXPERT TESTIMONY

Habersham Plantation Corporation v. G&J Styles Inc. et al., 08-cv-5892 (N.D.Ill.),
Habersham Plantation Corporation v. Art & Frame Direct et al., 10-61532-CIV-COHN
(S.D. Fl.)
Habersham Plantation Corporation v. Molyneux et al., 10-cv-61526-WPD (S.D.Fl.).