# FRANCO LODATO

BIO-DESIGNER, INNOVATOR, & BRAND STRATEGIST | ORLANDO FL

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## OVERVIEW

Innovative, self-driven designer and expert strategic thinker, leading design and sustainable growth initiatives in cross-functional collaborations in Business-to-Business (B2B) and Business-to-Consumer (B2C) markets. A creative leader with a track record of 70+ patents for novel concepts in products for transportation, healthcare, luxury lifestyle, infant products, and telecommunications industries. Globally recognized as a subject matter expert (SME) in biomimicry and sustainability strategy applied to consumer products. Strategy and growth consultant to C-suite executives, directing cross-functional teams in product design, manufacturing, and sales for consumer products. Additional experience as a trusted advisor providing consulting services to Fortune 500 companies, nonprofits, and academia.

## AREAS OF EXPERTISE

- Wearable Smart Technology
- B2B & B2C Products
- Marketing Strategies
- Bionics & Biomimicry SME
- Coaching & Mentorship
- Human-Centered UX Design
- Sustainability Strategies
- Consumer Experience R&D
- Brand Sustainability

## PROFESSIONAL EXPERIENCE

**PININFARINA -** Senior Business Advisor @Lodato Design Miami, FL | 2023-Present

Business Advisor for Pininfarina of America, enhancing their standing in the American design industry. My role involves identifying areas for growth, supporting the creation of strategic plans, and implementing initiatives to establish the brand. Utilizing my network and expertise, I strive to align American design projects with the studio's global design philosophy, thus assisting Pininfarina in expanding and thriving in the United States. Notable feats:

- Crafted a five-year growth strategy for our operation.
- Identify seven new leads for the US business.
- As a design mentor and SME, I guide internal teams and clients in implementing sustainable strategies, fostering a design mindset throughout the organization.

**MASIMO CORPORATION -** *Senior Director, Industrial Design & User Experience (UX)* Irvine, CA | 2020–2023

Responsible for leading initiatives in shifting corporate strategy from B2B hospital solutions to B2C medical products. Working closely with the C-Suite to scope the B2C vision for the company's luxury product line. Evaluate state-of-the-art medical technologies and create roadmaps for capitalizing on consumer opportunities implementing Agile. Notable feats:

- Acted as design integrator upon joining the company, building trust and fostering shared consensus among previously non-communicative teams.
- Created and developed 7–10 new product concepts and identified two wearable solutions to bring to market.
- Successfully launched Freedom Smartwatch Program to market in Q1-2023
- Developing green packaging solutions for medical products and accessories
- Served as a design mentor for different internal teams, instilling an organization-wide design mindset.

**KIDS2 INC.***, SVP, Global Design & Innovation* Atlanta, GA | 2017–2020

Appointed by CEO and CGO to devise brand propositions for three subsidies: Baby Einstein, Ingenuity, and BrightStarts. Collaborated with business and marketing teams to formulate branding strategies and develop the brand design and products, implementing Agile. Managed a team of 75 engineers, designers, and R&D personnel across the US, Europe, and China to execute the company vision. Completed branding process for one brand per year (left before finishing BrightStarts process). Notable feats:

- *Baby Einstein*: Developed capacitive touch (cap-touch) technology enabling interactivity with a wooden surface. Implemented technology for musical instrument toys.
- Applied for 25 patents per year for each brand; Drove convergence of product, technology, and design solutions, administering a $15M P&L budget.
- Created innovation taxonomy IP pack, generating 100 patents per year.
- Create, develop, and implement a sustainability strategy for consumer products of modular toys and baby furniture; build a 200K SQF manufacturing facility in Jiujiang City, China, to supply the company's portfolio.

- Over 50% cost reduction and carbon footprint in 2.5 years for baby products developed under my leadership.

**INSTITUTE FOR HUMAN & MACHINE COGNITION | IHMC -** *Research Associate, Professor* Pensacola, FL | 2017–Present

Courtesy appointment with IHMC collaborating with research faculty on current projects and technology conceptualization and development for space research in extreme interfaces in implementing biodesign and biomimicry principles and methods. Support graduate student research in collaboration with IHMC scientists. Notable feats:

- NASA Grant NSBRI grant HPF04501: "Developing and validating specific medical event management training protocols for flight crews on deep space, long-duration space exploration missions" in collaboration with Dr. Steven Yule STRATUS Center for Medical Simulation
- Keynote Speaker for AFRL Munitions Directorate (Eglin AFB) on nature-inspired innovation (Classified)
- Coaching and mentoring Ph.D. students and researchers in biodesign methods and processes in a different array of projects

**BIONICS IN ACTION –** *Founder and Chief Creative Officer* *Miami, FL* | 2007–Present

Founding partner for a human-centered product development studio, using interdisciplinary nature-inspired research for user experience, combining biology with engineering, architecture, and mathematics to inspire and solve design and engineering sustainability challenges. Consulted with Motorola Mobility, Foxconn, Pepsi Co., HP Inc., and SC-Johnson.

- Architected and managed the design for a LEED-certified academic facility for an industrial design school based out of Miami's Wynwood Art District in collaboration with Walter Bender, former director, and co-founder of MIT Media Lab.
- 2016 TEDx speaker on Nature Inspired innovations.
- International Keynote Speaker to multiple industries and academic nature-inspired consortiums (SIME, Stockholm, LME Milan, Nature Inspired Manufacturing Centre, Edinburgh)

**360FLY (Formerly VSN MOBIL TECHNOLOGIES) -** *Head of Wearable Technology* Fort Lauderdale, FL | 2013–2015

Collaborated with 35 ex-Motorola staffers to build groundbreaking VR/ AR devices and wearable technology. Created a unique camera with seven embedded lenses with 360-degree views. Notable feats:

- Procured patents suite for the technology, built structure and strategy, and drove product solutions.
- Brought camera to market. Devised uses for cameras in the medical health monitoring field.

Administered ~$2.5M P&L budget for the wearables sector. Developed roughly ten patents per year, totaling 30; 7 implemented, spanning wearables, biometric health sensing, sports dynamics, and telecommunication fields.

**MOTOROLA MOBILITY –** *Sr. Business Development Consultant, / Lead iDEN / UMTS / CDMA / Android* Plantation, FL| 2010–2013

Motorola's representative for transportation, healthcare, and education verticals, forging partnerships with businesses and universities, enabling them to use the company's innovative, long-term technologies. Established relationships with Stanford and Penn State University, supporting students via scholarships and research funding in exchange for partial ownership of resulting patents; programs achieved 10–15% success. Notable feats:

- Created the first Android tablet via Stanford partnership. Developed technologies for healthcare and education using tablet format; tested technology at three hospitals.
- Used 3G and 4G network solutions to expedite information transfer in schools and hospitals.

**PININFARINA -** *VP & Managing Director, Americas,* Miami, FL| 2007-2012

Led business and all aspects of design strategy, business planning, fiscal management, channel development, brand licensing, and marketing strategy for North American and Latin American clients. My other top contributions include the following:

- Led global operational team (and multidisciplinary designers, external consultants, and suppliers) across consumer and luxury goods, high-tech, architecture, transportation, and sustainable mobility.
- Clients include Bombardier, Gulfstream, Agusta, Coca-Cola, Ferrari, Maserati, Motorola, and The Keating Hotel.

**HERMAN MILLER -** *VP Design Exploration and Advanced Development* Holland, MI | 2005-2007

Led and managed all stages of design exploration, research, and advanced development for future products and services. Directed product design efforts across the complete lifecycle from product identification through exploration, concept development, and product launch. Led a 25-member operational team plus multidisciplinary designers, human factors, CMF, external consultants, and suppliers. Notable feats:

- Developed and implemented a 10-year Cradle-to-Cradle Sustainability Strategy for furniture products and fabrics, including Colors, materials, and finish (CMF) methodologies in collaboration with Will McDonough and Bruce Mau
- Delivered keynote speaking engagements and participated as a knowledge expert juror for Business Week IDEA awards and Gravity Free Design Conference, Sarasota International Design Conference

**MOTOROLA INC -** *Chief Designer & Director, Master Innovator IDEN technologies* *Schaumburg IL* **|** 1999 -2005

Established and led product design processes for Personal Consumer Sector (PCS), iDEN Subscribers Group, and Nextel. Created the overall design vision and strategy for all iDEN technology portfolios, including special edition products. Notable feats:

- Directed internal and external multidisciplinary design teams and established affiliate design partnerships with Lunar, IDEO, Frog Design, and Pininfarina
- Industry liaison for MIT media lab in translating emerging technologies with advanced industry trades for consumer electronics sustainability.
- Delivered keynote speaker engagements and participated as a knowledge expert juror for Business Week IDEA awards, Things That Think, MIT Media Lab, Solo Exhibit, Bionics: The Future of Design, and Denmark Museum of Design
- Created and led the corporate vision for the Motorola Advanced Design Centers established in Cambridge, Fort Lauderdale, and Milan.

## ADDITIONAL EXPERIENCE:

**University of South Florida:** Design & Innovation Advisor, Office of the Provost | **MIT Media Lab:** Visiting Lecturer | **Université de Montréal:** Associate Professor | **Gillette Company at Procter & Gamble:** Research Manager | **Continuum:** Bio-Design Researcher | **DuPont (Milan):** Bio-Design Researcher and Concept Designer

## EDUCATION

- PhD, DESIGN METHODS AND PRINCIPLES, Hon – Universidad Nueva Esparta; Caracas, Venezuela (2016)
- MS, BIONICS APPLIED TO INDUSTRIAL DESIGN - Istituto Europeo di Design; Milan, Italy (1989)
- BS, INDUSTRIAL DESIGN Santiago Mariño Polytechnic University Institute; Caracas, Venezuela (1984)
- Fluent in English, Italian, and Spanish; limited business proficiency in French and Portuguese

## ORGANIZATIONS

FLORIDA INSTITUTE FOR HUMAN & MACHINE COGNITION Research Associate (2017–Present)

- Part of a group working on advanced UX projects for NASA; received LDEMS Mars mission grant for 2034.

MEETMO Member of the board of Advisors (2020–Present)

- Work with Michael Mansouri to identify and develop applications for AR /VR/ MR technology that compress video and sound.

## CERTIFICATIONS

- Sustainability Strategies for Industries ( LCA, Circular Economy) – MIT SDP (2023)
- Lean Six Sigma - Villanova University (2012)
- Executive Business Certificate – MIT Sloan School of Management (2002)

## NOTABLE PUBLICATIONS

- Frontiers in Bioengineering and Biotechnology Bionics and Biomimetics, F.Lodato *Associate Editor* (2022)
  - Kinematics and Aerodynamics of Dragonflies (Pantala flavescens, Libellulidae) in climbing flight.
  - Egg-inspired Engineering in the Design of Thin-walled Shelled Vessels: a Theoretical Approach for Shell Strength
  - Convenient design method for customized implants based on bionic vein structure features
  - DPED: Bio-inspired dual-pathway network for edge detection
- Bionics e Design, F.Lodato 2020
- The Nature of Design, F.Lodato (2010)
- Bionics in Action: the nature of Invention, F.Lodato (2010)
- Bionics in Action: The Design Work of Franco Lodato (2004) by Jens Bernsen

## ACCOLADES

- Kids 2- 2019 German ToyAward for Magic Touch Piano
- Honorary Ph.D. in Industrial Design – Universidad Nueva Esparta; Caracas, Venezuela (2016)
- TEDx Speaker Bend, Oregon (2016)
- Solo Exhibit: Bionics in action: the Nature of Invention: Danish Design Center, 2005
- DuPont $EED Grant Recipient Wilmington, DE (1990)

## PUBLICATIONS & PATENTS:

Various Patents https://patents.google.com/?inventor=franco+lodato&oq=franco+lodato

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