

DONALD A. SHELDON

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Senior Executive Technical Business Leader with an extensive track record of successful results in the consumer products and medical device industry. Accelerated the speed of introduction of new and improved products to market, while significantly improving the bottom-line margins and operating profits. Increased sales, improved margins (P&L), cost savings, technical talent management, material and product sourcing, and patent protection. Specific areas of expertise include:

- Technology Leader – “Visionary” Winner
- **Expert Witness and Litigation Experience (12)**
- Created New Product Development Process
- Class I and II Medical Device Experience
- Board of Directors Level Experience (6)
- Merger, Acquisition, and Integration Accomplishments
- Employed at Private and Public Corporate Companies
- Design for Six Sigma (DFSS) Certified Black Belt
- Managed multiple departments of 55+ people
- Strategic Material Sourcing & Procurement
- Plastics Material & Process Manufacturing Expertise
- Regulatory Compliance - FDA, GMP, ASTM
- Textiles, Adhesives, Polymers, Fiber Finishes, LED’s
- Green Materials / ECO Friendly Products

PROFESSIONAL EXPERIENCE

DAS CONSULTANT, Downingtown, PA

2008 - Present

Principal provide technical leadership consulting for new business start-ups and support existing business to grow to the next level by increasing focus on business results, speed to market and profitability improvement. Assisting companies and firms through litigation issues, participating as an expert witness and technical expert in IP and Technology.

SUMMALUX, Philadelphia, PA

2008 - 2024

Chief Commercialization Officer and Partner providing business leadership aspects from Business Plan development, patents, grant development, team building and more for this novel solar spectrum LED start-up focused on Bringing Sunlight Indoors™. Summalux was Drexel University - Lebow College of Business, Baiada Center for Entrepreneurship 2008 Incubator Winner. Seven patents issued to me and my team.

ADVANCED ABSORBENT TECHNOLOGIES, Glenmoore, PA

2013 - 2020

Chief Technology Officer, Founder and Partner leading all aspects of Product Development and Design, including creating and patenting a novel disposable absorbent product incorporating a patented totally synthetic absorbent core. Our first product, ALYNE Protective Underwear, was 2017 Hygienix Innovation Award Winner. Eight patents issued for US & Global.

COVIDIEN / TYCO HEALTHCARE / KENDALL RETAIL GROUP, King of Prussia, PA

1998 - 2008

Vice President Research & Development and Executive Board Member of the Retail Team directed all aspects of R&D for NAFTA Retailer Private Label (\$750+ million), branded U.S. and Canadian Institutional (Clinical - Hospital) (\$250 million) and branded International (\$100 million) Covidien Absorbent Products. Products included: Adult Incontinence, Feminine Hygiene / Sanitary Pads, Infant Diapers, Infant Training Pants and New Business Development products for Household, Wipes and Bandage Markets. The Retail Division was sold to First Quality, a family run competitor.

- Integrated \$250 million Confab and a \$500 million Paragon Trade Brands addressing: R&D, Intellectual Property, Procurement, Specifications, Consumer Communications, Product Safety and Regulatory, resulting in \$65 million in synergy savings.
- Supervised 23 major new product initiatives in all aspects of business and major cost savings / product redesign initiatives to improve margins and negate ongoing raw material price increases. The three-year Vitality Index of new and improved products sales versus current sales was consistently over 50%.
- Expanded new product portfolio over 2 years to include: Nursing Pads, Household Cleaning Products and Home Healthcare Products, Bandages, TED’s (Anti-Embolism Stockings), with sales over \$15 million at a 50% profit margin.
- Managed outside Intellectual Property Firms covering 99 Patents, 55 Right-To-Sell Analysis, CDA’s, JDA’s and Litigation Projects.
- Trained staff in DFSS (Design for Six Sigma) Statistical Product Development Tools (50% of staff certified at Green or Black Belt levels) and Rational Project Management resulting in more optimized designs for launch, improved speed to market and rational Portfolio Management.

CONFAB, King of Prussia, PA

1995 - 1998

Vice President Research & Development created and implemented a product development process. Hired and trained R&D staff. Sales grew from \$150 million in 1995 to \$250 million by 1998 through the development of new and improved Sanitary Pads and Incontinence Products for current operations, while adding an entirely new Baby Diaper business.

- Created a New Product Development Process to increase speed to market while reducing Raw Material costs by \$8 million. Provided additional creativity training to staff resulting in additional patentable new products. Created job descriptions and measurable goals to focus upon and improve business results.
- Developed a consumer preferred versus other private label suppliers and parity to national brands new Infant Diaper, which resulted in over \$55 million in additional sales. Directly involved in all aspects of starting up a brand-new Infant Diaper operation. Developed consumer preferred Adult Incontinence and Feminine Hygiene new products vs. Brand Equivalents.
- Volunteered and took ownership of the Specifications Department. Implemented an improved document management system "Documentum," while changing the corporate culture from English to Metric units of measure.

KIMBERLY-CLARK, Neenah, WI

1980 - 1995

Research Manager and Other Technical Positions for Pull-Ups® Training Pants / Huggies® Diapers / Kotex® Tampons and Feminine Napkins / Pads / International Support. Contributed to 3 major areas:

New Product Development - Chosen by Senior Management to re-invigorate the Advanced New Products Team and created a 5 to 10-year portfolio of new product offerings. Established a product vision and directed all Next Generation and New Product Development efforts for PULL-UPS® Training Pants and Goodnights, a \$1 billion brand.

- Developed superior, unique, patented, and marketable new products and line extensions for current and future market introductions, including on-line registered graphics and Cool Alert Training Pants (for active child training to feel cold when wet) introduced by K-C in 2005.
- Post TSS (Toxic Shock Syndrome), selected by K-C Group President to create a new Feminine Care Tampon R&D Department. Directed all new product developments. Invented KOTEX Natural Curved® Tampons and a patented fully flushable thermo-formable paper tampon tube. Developed new 3D curved injection molding and profile extrusion technology. Provided technical leadership to K-C Legal in dealing with FDA, ASTM, and HIMA for TSS and Tampon Absorbency Standards.
- Created potential line extensions including a patented Child's Mitt Wipe for self-cleaning (product, process, and packaging).
- Managed outside project consultants in fundamental TSS research.
- Directed off site technical teams (Biodegradable / Compostable Infant Diapers) to develop environmentally friendly (ECO) materials and product options.

Management of major projects including multi-million-dollar major projects at multiple manufacturing facilities.

- Directed all Technical and R&D efforts for \$1 billion in purchased materials (26 suppliers / 8 converting plants) for the U.S. and Canadian HUGGIES® DIAPERS, a \$2 billion business. Consolidated 8 diaper plants to 5 reducing total lines and labor costs by 20%.
- Managed two or more major R&D project commercialization programs per year; developed and implemented over \$50 million in material cost savings projects annually. Awarded K-C stock options for these outstanding results, an exceptional reward for my level.
- Directed all U.S. and International Tampon Business Support activities. Developed a more cost-effective KOTEX Security® Tampon which allowed for expansion to entire U.S. to significantly improve profitability.
- Led numerous projects in Feminine Care R&D for KOTEX® and New Freedom® Sanitary Napkins, including development of a new wettable spunbond nonwoven liner and use of a debonded (antistatic) pulp; the latter resulted in not-in-budget multi-million-dollar savings.
- Championed ISO-9000, Statistical Process Controls, and Total Quality Management systems as supplier required tools.
- Established a Research and Engineering Technical Trainer position to improve quality of research results expand and coordinate technical courses, while better controlling expenses. Created and led a three day "Material Science Symposium" to train 100+ employees. Developed and implemented a co-op recruiting program for R&D. For these accomplishments, received K-C's "Distinguished Performance Award."

Turn around experiences

- Turned around a floundering non-profitable K-C International (U.K.) Feminine Care Digital Tampon Operation in less than one year. Expanded the operation four-fold in the following two years, with products sold globally. Added cosmetic wipes to the U.K. operation to leverage manufacturing synergies and to further increase profits.
- Converted 25-year-old K-C cotton bleachery to state-of-the-art peroxide cotton bleaching process in support of national expansion of the KOTEX® Tampon Business.

PREVIOUS WORK EXPERIENCE

JOHNSON & JOHNSON, New Brunswick, NJ

Product Development Scientist led development of a new Class 2 Medical Device: including re-engineered a new injection molding process, new short fiber superabsorbent application process, and all 510K Safety and Efficacy Studies for Applicator o.b. and Assurance tampons.

ARKEMA / PENNWALT, King of Prussia, PA

Research Scientist supervised three Application, Testing and Formulation Labs. Developed, synthesized, and evaluated novel water repellents, soil release agents, flame retardants, smoke suppressants and phase changing adhesives for textiles and plastics. Innovative approach to smoke suppressant development led to outstanding smoke suppressant performance (90 %+) and patent.

KENDALL NONWOVENS, Walpole, MA

Scientist developed and commercialized nonwovens for dairy filters, flushable diaper liners, wipes & other nonwoven products.

EDUCATION AND CERTIFICATIONS

- **B.S. Chemistry**, WESTERN NEW ENGLAND UNIVERSITY, Springfield, MA
- **Certified at Black Belt Level in Operational Excellence - Design for Six Sigma - DFSS / Lean Manufacturing**
- MBA courses, Pharmaceutical Marketing, FAIRLEIGH DICKINSON UNIVERSITY
- Polymer Science courses at RIDER COLLEGE (NJ)
- Numerous technical, management, leadership seminars including: Textiles, Fibers, Fiber Finishes, Patent Management, P.D.I.'s Leadership Development, Technical Problem Solving (Kepner Tregoe); Facilitation and Creativity Techniques (Synectic's); Project Management; Creating the High-Performance Team; proficient in Statistics, ISO-9000+, & computers.

PATENTS, PRESENTATIONS AND AWARDS

- Hygienix Winner 2017 for ALYNE Protective Underwear, Visionary Winner 2007 (Best New Product / Best Use of Nonwoven Materials) and Finalist in 2005 and prior Winner in 2008
- Keynote Speaker INSIGHT Conference (~500 Industry attendees)
- Public Speaker on Innovation, R&D and other Technical Topics: HYGIENIX Conference – 2019, 2017. INSIGHT Conference – 2013, 2012, 2010 & 2008; Greater Philadelphia Senior Executive Group – Technology Group – 2010 & 2008; Product Innovation Executive Summit 2009; Stockton State College 2010 and West Chester University 2009.
- Publication - “Evolution of Diaper Technology for the 21st Century”, Nonwovens World
- Kimberly-Clark's Distinguished Performance Award
- 32 U.S. Issued Patents, International Patents, & pending applications covering Materials, Product Design & Processes

PROFESSIONAL AND COMMUNITY INVOLVEMENT

AMERICA'S BOATING CLUB of the Crystal Coast, North Carolina

2018 – Present

- **Board Member & Former Education Director** providing training, and community outreach.

INDA – HYGIENIX, VISION & RISE Consumer Products Conference

2004 - 2019

- **Advisory Committee Member for Hygienix**, previous Key-Note Speaker & business & technical presentation speaker.

HANDI-CRAFTERS, Inc., Thorndale, Pennsylvania

2009 - 2016

- **Past President and Chairman of the Board of Directors** for one of the largest community rehabilitation programs in Southeastern Pennsylvania, providing employment opportunities for more than 400 people who have disabilities and other special needs, with a staff of 55 people.
- **Production Committee Chairman** built strong networks with manufacturing companies, created full-service business unit operation from purchasing & conversion to shipment. Implemented GMP's and obtained FDA Registration Clearances.

PDMA - Product Development Management Association, Philadelphia, Pennsylvania

2010 - 2016

- **VP of Finance** for the Philadelphia (tri-county) Chapter. Mission is to improve the effectiveness of individuals and organizations in product development and management process including Stage Gate and Portfolio Management.

U.S. PATENT ADDENDUM WITH CORRESPONDING FOREIGN FILINGS

1. 11,109,466 LED Lighting System
2. 10,952,297 LED Lighting System and Method therefor
3. 10,588,792 Absorbent Products and Absorbent Core for use in the Same
4. 10,477,640 LED Lighting System
5. 10,335,325 Ergonomic Disposable Absorbent Garment
6. 10,307,310 Method of Making Disposable Absorbent Undergarments
7. 10,307,311 Method of Making Absorbent Cores and Absorbent Products Using Such Cores
8. 9,707,135 Core Assembly for Absorbing Liquids
9. 9,693,911 Core Assembly for Absorbing Liquids
10. 9,642,209 LED Lighting System
11. 9,392,665 LED Lighting System
12. 9,125,257 LED Lighting System
13. 8,836,243 LED Lighting System
14. 8,436,556 LED Lighting System
15. 7,815,620 Protective Article with Adjustable Belt with Button
16. 7,716,752 Protective Undergarment Configured for Improved Handling
17. 6,436,418 Absorbent Article with Skin Treatment Means
18. 5,649,336 Child's Mitt Wipe
19. 5,616,201 Process for Making a Child's Mitt Wipe
20. 5,542,566 Reusable Dispenser and a Plurality of Disposable Child Mitt Wipes Contained Therein
21. 5,267,953 Curved Tampon Applicator and a Process for Forming the Applicator and for Assembling an Absorbent Tampon into Said Applicator
22. 5,158,535 Curved Tampon Applicator and a Process for Forming the Applicator and for Assembling an Absorbent Tampon into Said Applicator
23. 5,084,038 Apparatus and a Method for Forming Tampons and the Tampon Itself
24. 4,787,895 Adhesively Held Spiral Wound Tampon and Method of its Formation
25. 4,676,773 Compact Tampon Tube Applicator
26. 4,650,459 Convolutely Wound Paper Tampon Tube
27. 4,622,030 Reverse Folded Convolutely Wound Tampon Tube
28. 4,615,696 Sanitary Napkin with Folded Cover
29. 4,600,404 Heat Sealable Water Dispersible Adhesive
30. 4,573,963 Outer Tampon Tube with Finger Grip
31. 4,522,967 Heat Sealable Water Dispersible Adhesive
32. 4,157,329 Copper and Cobalt Carbonates as Smoke Suppressants for Poly (Vinyl Halides)