

Bruce Winkler

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Bruce Winkler is a recognized authority on building and leading teams structured to bring successful products and technologies to market rapidly and cost effectively. Mr. Winkler creates, implements and manages strategic innovation programs for a wide array of local, national and international concerns for new product offerings in the areas of research, instruments, consumer, commercial and industrial products. Mr. Winkler's technical expertise, market savvy, project management skills, and business acumen combined with his extensive relationships with researchers, network specialists and product managers provide a unique and effective approach to product development and market execution. This approach focuses on identifying market criteria and key resources at the concept level, then managing these to yield a quality designed, cost-sensitive, market driven product. A federal grant reviewer for the NIH, NSF and DOD, Bruce brings a wealth of information and experience to the development and successful launch of new products and strategic innovation programs.

Mr. Winkler served as Global Innovation Program Director for Rayovac Corporation in Madison, Wisconsin from 1998-2003. He directed and managed innovation as a system, and through programs, across all business units. Mr. Winkler created a variety of new market focused product offerings which led to significant revenue growth. He introduced new R&D methodology into the technology center as well as “idea” programs corporate wide. He interacted with executive management and key accounts to validate new product opportunities and revenue growth prior to significant investment. He also led the development of next generation concepts for consumer testing. Mr. Winkler championed efforts to bring Rayovac to the number one selling brand in portable lighting, hearing aid batteries and battery chargers in the mass market.

Mr. Winkler served as President of Product Development Services, Inc. (PDS) in Madison, Wisconsin from 1984 -1998. As Founder of a product design, management, and development firm, he led the organization in facilitating and managing innovation programs in a number of market categories. He and his team developed products, product lines, services, and innovation programs by translating client objectives and capabilities into consumer driven product development, sourcing, fabrication and product launch. Mr. Winkler listened to client objectives and guided successful product launches. Representative projects included: mass market consumer goods, laboratory instrumentation, hand-held devices, medical disposables, durable goods, as well as establishing production methodology and cradle-to-grave management.

From 1981 to 1984, Mr. Winkler served at Motorola Inc. Automotive and Industrial Group as Mechanical Project Leader in Schaumburg, Illinois. In this role, he was responsible for modeling spatial and cooling requirements for systems fabrication. Promoted to project leader of the Universal Developmental Computer under contract from the Ford Motor Company, he was responsible for all systems design, product specifications and on time delivery of finished goods.