

Bruce L. Winkler

2602 Arbor Drive Madison WI 53711

bruce@brucewinkler.com 608.215.0031

Innovation Strategist with broad expertise creating and translating product innovation into significant revenue growth, enhanced market positioning and new opportunities. Catalyst for expanded innovative thinking, delivery and execution.

Key Skills & Knowledge

Innovation Strategy and Planning
New Product Development
Systems Development
Technology Transfer
TRIZ Methodology

Project Management
Intellectual Property Management
Global Sourcing
Virtual Networks
Government Grant Development

Professional Experience

Director of Innovation, WebRacing LLC, Madison WI

2009 – present

Developed leading-edge virtual reality computer-based interactive software which interfaces with most any cardio and fitness products on the market. Facilitates virtual and real-time training between users anywhere. Considered the most recognized training software for on-line group training server networks. Exhibited at Disney, Denver Museum of Science, Tech/UK. Product installations worldwide.

Chief Innovation Officer, Innostrat Group LLC, Madison WI

2003 – present

Develop, plan and execute large scale design, improvement and innovation for mass market consumer and industrial products serving corporations, institutions and investor groups, including Pepsico, Harley-Davidson, IBM, and UW-M.

Program Director – Global Lighting Innovation, Rayovac Corporation, Madison WI

1998 – 2003

Directed and managed innovation as a system through programs developed across business units working with cross-functional teams. Created range of consumer products that led to significant growth in revenues. Introduced new Research & Development methodology into Rayovac's Technology Center. Developed next-generation concepts for consumer testing to validate new product revenue/growth potential prior to company investment. Led innovation efforts to help position Rayovac as top selling brand of portable lighting nationally.

Accomplishments:

- Led lighting innovation that contributed to 53% growth in business unit revenues over 3 years
- 40% of year 2000 sales volume was attributed to new lighting innovation – received Recognition Award
- Applied for 7 patents; 4 issued to-date
- Developed next-generation products for advanced battery charging, new retail battery packaging, created 4 new lighting product lines and new/higher impact trade show displays

President/Owner, Product Development Services (PDS), Madison WI

1984 – 1998

Product design, development and innovation management firm focused on facilitating and managing innovation programs in a broad range of product and market categories. Developed products, product lines, services and innovation programs through design, fabrication, production methodology and product launch. Products included: mass market consumer products, laboratory instrumentation, hand-held devices, medical disposables, and durable goods.

Mechanical Project Leader – Automotive & Industrial Group, Motorola Inc., Schaumburg IL

1981-1984

Working as an intern mechanical engineer, was responsible for modeling spatial and cooling requirements for systems fabrication. Promoted to Project Leader for the Universal Developmental Computer under contract with Ford Motor Co. Responsible for all specifications, drawings, thermal considerations, component selection and allocation, structural fabrication and on-time delivery of finished goods.

Education

University of Wisconsin – Madison; Mechanical Engineering

1979 – 1983

Northern Illinois University – DeKalb; Engineering major

1978 – 1979

Interests

Community Service, Piano playing, boating, magic, travel, innovation and what's new

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Media Exposure

Time Magazine, *"Virtual Exercise Games Help Elderly"*, article, January 17, 2012

Popular Science, *"What's New in Home Fitness"*, article, January 2012

The Vancouver Sun, *"2010 Winter Games – Welcome to the Ozone"*, article, February 2010

IndustryNET Report, *"Behind the Development of International Biotechnology's Gene Zapper"*, article, November 1995

Wisconsin International Trade Magazine, *"PDS, an Up and Coming High Technology Company"*, article, November 1986

The Milwaukee Sentinel, *"Madison Firm Charges Circuit Between Classroom, Industry"*, article, July 10, 1996

The Business Journal:

- *"The Virtual Business"*, article, October 4, 1994
- *"Stretching the Dollar Bill's Life Expectancy"*, article, July 29, 1995

In Business Magazine:

- *"Prototype for a Successful Business"*, article, November 1987
- *"20 for 20 – Leaders for the Year 2000"*, article, December 1991
- *"The Virtual Business"*, article, February 1994

Wisconsin State Journal:

- *"Small Beginnings, Big Plans"*; article, June 4, 1985
- *"Businessman Urges Others to get 'Free Money'"*; article, June 4, 1986
- *"Laser-Rific"*, article, July 27, 1990
- *"Madison Company's Product Puts Added Stress on Cash"*, article, October 6, 1994
- *"Sensory Experience"*, article, November, 2007

The Capital Times:

- *"Hovercraft Ideal to Blow Off Air"*, article, February 28, 1987
- *"Laser Light Show Guru Gets Help"*, article, July 27, 1990
- *"High Tech Whiz Carves Out Niche"*, article, July 22, 1992

Madison Gas & Electric Promotional Piece, *"Nurturing Ideas: Another Reason Why the Future is Here"*, 1998

Madison Gas & Electric 1998 Annual Report, *"Technology in Madison"*

Presentations

Wisconsin Innovation Service Center ("From Idea to Product on the Shelf")

Wisconsin Small Business Innovation Research Conference ("Understanding the NIH/NSF-Writing a Fundable Grant")

National Innovation Workshop for the Great Lakes Region ("Innovation Networking")

Governor's Conference on Small Business ("Access to University Resources for Small Start-up Companies")

Wisconsin Department of Health and Social Services ("Innovative Devices for Severely Handicapped Children")

United Cerebral Palsy Associations, Inc. ("Innovative Devices for Students with Cerebral Palsy")

Various Regional Grade Schools and High Schools ("Innovation & Creativity in the World Around Us")

Wisconsin Department of Education Special Education Teacher's Conferences ("Devices for Behavior Modification")

Wisconsin Legislative Sub-Committee ("Bridge Financing Legislation for SBIR Contract Recipients")

Madison High Tech Consortium ("Alternative Virtual Business Structures")

University of Wisconsin-Madison School of Engineering ("Outsourcing Alternatives")

University of Wisconsin-Madison Business School, Management Institute ("Alternative Product Development Methodology")