



**Howard Peller:** *A business entrepreneur, creative visionary, and mentor in the design, production and marketing of artisan products for the home décor, tabletop and personal accessory industry. Key marketing expert in crafting meaningful stories and brand attributes which resonate with the consumer market.*

**goals & values:** *Foster creative thinking and social understanding in working with and mentoring others. Nurture traditional skills using sustainable resources to make a positive impact on the lives of others.*

#### professional experience

##### **International Development, Marketing, Product Design Consultant | September 2007-current**

*Project lead in Haiti, Jamaica, and India in collaboration with artisans cooperatives, and small producers living in rural agricultural regions. Marketing, Design and Technical training with a variety of products and materials for personal accessories, home décor and table top categories. Project sponsors include Aid to Artisans; SEWA-India; Life, IADB and JBDC-Jamaica; ACDI-VOCA, USAID, ATA and Clinton-Bush in Haiti*

##### **Decorative Arts Studio-National Design & Marketing Consultant | March 1984-current**

*Project lead with strategic planning, design and implementation new products, re-branding and promotional requirements. Skilled in crafting the personality and story that connects the product design with the consumer market. Partial client list includes: Martha Stewart, Restoration Hardware, Smith & Hawkins, Anchor Hocking, Kraft Maid, LL Bean, Tiffany, Danforth Pewter, Bloomers Chocolate, Glorious Gourmet, Stonewall Kitchen, IBM, Autumn Harp, Muskingum Iron, Sweet Meadows, Wilton Armetale, Hartstone, Xerox, Burlly Clay, Truman University, Waddell*

##### **Longaberger Baskets Co.-Design Center & Innovation Studio Founder/VP Design | March 1999-2007**

*Artistic and thematic design direction for product lines and product stories behind seasonal and core collections. Established a design center and innovation center to strategically support design, prototype and facilitate new business. As VP of design I collaborated with all business sectors*

##### **Fioriware Tabletop/Lifestyle Co.-Maker, Marketer & Co-Founder/President | March 1987-2006**

*Co-founder of a national tabletop and lifestyle company featuring stylish practical tabletop and home décor products for major department stores, specialty retailers, catalogues and galleries. Key clients include: Barney's, ABC Home, Gump's, Bloomingdales, Bergdorf-Goodman, William-Sonoma, Smith and Hawkins, Pottery Barn, Horchow, Sundance, Neiman-Marcus, Marshall Fields, Stonewall Kitchen, Spiegel's, Dillard's, Saks Fifth Ave, Henri Bendels, Restoration Hardware, Bath and Body Works, Country Home, Country Living, Eddie Bauer*

#### professional knowledge

- \* 30 years developing marketing programs for the consumer tabletop, home décor and personal accessory market
- \* Research in design arts, applied arts and decorative arts; personal library of 6000 volumes and a rare books research scholar
- \* National sales and marketing experience in direct selling, retail and wholesale trade.
- \* Technical, production and specification knowledge of products using metal, wood, textiles, glass, ceramic, & weaving material
- \* Development of brand communication tools for promotional and sales requirements
- \* Marketing and trend research on consumer product styles and consumer desires
- \* Strategic vision to direct key product and brand marketing initiatives.
- \* Leadership in training, managing and mentoring

#### academic training

- \* B.S. Natural Resources University of Michigan 1978 environmental studies and communication
- \* Master Studies of Landscape Architecture - University of Michigan 1980 environmental design, planning, engineering
- \* Masters of Fine Arts Visual Studies Workshop 1982 photography, design

#### academic teaching

- \* Assistant Professor of Design-Truman University 85-86 packaging, graphic design, art appreciation
- \* Assistant Professor of Design-St Thomas Aquinas College 86-87 graphic design and fine art
- \* Adjunct Professor in Photography Ceramics, Graphic Design-R.I.T., V.S.W., Muskingum University, Ohio University

#### technical skills

- \* Adobe CS4 InDesign-Illustrator-Photoshop- concept presentation, creative briefs, design documentation
- \* Photographer- studio and location electronic and/or silver techniques using all camera formats
- \* Master model maker, sculpture, engraver -turning, carving and building forms and tooling
- \* Printer, Bookbinder-monoprint, typesetting, letterpress, wood engraving, block printing, signature binding
- \* Willow farmer and willow basket maker- traditional European basket weaving techniques
- \* Organic Farmer of 25 acres-vegetable gardens; fruit orchards; cut flower beds
- \* Construction & Restoration-manufacturing facilities, workshops, design center, farm homestead, retail store

*In my endeavors I have cultivated an entrepreneurial spirit that values hard work, honesty, risk taking and integrity. I care about the impact of my efforts as it relates to others in creating a common good and greater purpose.*

professional references provide upon request

