

ANTHONY MILLS

Executive Leader – Strategy | Growth | Innovation | Design | Technology | Brand

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EXECUTIVE SUMMARY

A seasoned business leader who has successfully launched multiple large-scale endeavors across a broad range of businesses, from startups to the Fortune 100. I have defined and led numerous new lines of business and filled many different roles – ranging from new business platforms and go-to-market strategies, to completely new product categories.

I am a master leader, strategist, designer, technologist, product developer, and brand builder. I lead by casting a compelling vision, both for the organization and its undertakings. This creates a shared sense of purpose, which in turn drives ownership, focus, discipline, and accountability. That in turn produces results.

I am also a seasoned ambassador and diplomat. I know how to build the relationships required to mobilize people and achieve the intended outcomes. Ultimately, I am a master of stakeholder management who knows how to get things done.

I am recognized globally for my in-depth knowledge and expertise in strategic innovation (innovation-driven growth), design thinking, customer experience, brand strategy, and future of work.

I have extensive experience working in North America, Europe, Asia, and the Middle East.

What drives me is the opportunity to lead major new endeavors producing significant value for the business and its markets.

KEY SKILLS & KNOWLEDGE AREAS

Leadership / drive / influence / communication / critical thinking / prioritizing / getting things accomplished.

Strategy / design / innovation / technology / branding / marketing / P&L / operations.

EXECUTIVE EXPERIENCE

Founder & Chief Executive Officer

Legacy Innovation Group LLC

Global

www.legacyinnova.com

Jan 2014 – present

- Lead a team delivering strategic consulting and advisory engagements to clients all over the world, focusing exclusively on innovation strategies, programs, and methods to deliver high impact growth. Consulting engagements have primarily involved working with / advising C-Suites and executive teams.
- Developed the firm's end-to-end service model – Discovery / Design / Strategy / Process / Workshops / Training.
- Work products have included: strategic research & analysis, trends research, innovation strategies, innovation maturity assessments, corporate innovation programs, innovation management, product development processes, innovation lab design, innovation workshops, strategic innovation training, design thinking training, entrepreneurship training, and more.
- Delivered advisory services on a broad range of topics relating to innovation-driven growth, including: growth strategies, corporate innovation programs, innovation management systems, corporate venturing, open innovation, partnership management, brand licensing, portfolio management, design thinking, and emerging market & technology trends.
- Achieved recognition for the firm globally, working with clients in the US, the UK, Germany, France, Switzerland, The Netherlands, the UAE, Saudi Arabia, Kuwait, India, and Malaysia.
- Developed numerous partnerships with partner firms in Europe, the Middle East, and Asia, working side-by-side to deliver high-impact engagements to their clients.
- Published scores of thought-leading articles on innovation, growth, and design thinking across a wide range of platforms. Named a Top 25 Thought Leader on design thinking, open innovation, and the future of work by *Thinkers360*.
- Contributing author of the *Future Fit Manifesto* (Feb. 2021), superseding the *Agile Manifesto* – futurefitmanifestor.org.
- Achieved revenue growth of 20X in 3 years.

EXECUTIVE EXPERIENCE (CONT.)

Executive Director

Global Innovation Institute – GInI
Global

www.gini.org
Jan 2016 – present

- Co-led the launch of an entirely new global certification, accreditation, and membership organization from totally unknown to since recognized as the world's foremost certification and accreditation body in business innovation.
- Created and launched (from ground zero) the GInI Professional Certification Program, consisting of five certifications – CInP®, CDTP®, CInS®, CCInO®, & AIInA®. These have since been pursued by thousands of professionals all over the world.
- Created and launched (from ground zero) the GInI Business Accreditation Program, consisting of six accreditations – CInOrg®, AIInL®, ABI®, AAP®, AIInTP®, & InE®. These are highly coveted around the world.
- Authored GInI's comprehensive (856-page) body of knowledge reference book – The Applied Innovation Master Book® – covering the full breadth of innovation knowledge and practice in business – as well as other books for GInI.
- Grew GInI's network of Authorized Providers around the world by 20X in just over 4 years.
- Grew GInI's cumulative revenues by 100X in <3 years.

Strategic Innovation Leader

Whirlpool Corporation
Benton Harbor, MI

www.whirlpool.com
Jun 2013 – Sep 2015

- Led the research, identification, conceptualization, qualification, design, and defense of new product categories and new technologies for advancing and expanding Whirlpool's product lines. Led and mentored numerous different teams – end-to-end – across the full spectrum of disciplines – Marketing, Design, Engineering, Finance, Manufacturing, and more.
- Conceived and championed the Vessi® home-brewing appliance, successfully launching Whirlpool into an entirely new product category and North American market worth up to \$100M. Personally drove each approval stage with Whirlpool's senior executive team for North America (reporting to Whirlpool's CEO). Convinced them to override CEO's objections.
- Led teams in the development of new technology innovations, covering technical design as well as financial assessment and business case justification. In some cases we were pursuing radical new (new-to-the-world) design concepts.
- Led execution of the visual brand language (VBL) for Whirlpool's next-generation premium washer / dryer line, as well as the design of select components. This was a key liaison role between Whirlpool Global Design and Whirlpool Engineering.
- First at Whirlpool to apply novel "Experience Thinking" practices (an extension of Design Thinking) to ensure that new product platforms were capable of delivering on their intended brand promise / brand experience.

Vice President of Product Development

Bio-Chem Fluidics – a Halma plc company
Boonton, NJ

www.biochemfluidics.com
Feb 2009 – Jun 2013

- Provided senior executive leadership over all areas of Innovation & Product Management – Strategic Marketing, R&D, New Product Development, OEM Applications, and Sustaining Engineering.
- Served as a core member of the company's Board of Directors with full financial and P&L responsibility for the business.
- Set the vision and strategy for the business' product portfolio and product roadmaps, challenging and mobilizing New Product Development teams to achieve key new growth objectives.
- Developed a rolling 36-month product innovation roadmap aligned to strategic plans, providing our key tool for maximizing ROI while also minimizing technical risk exposure and balancing resource utilization.
- Led the design, development, launch, and commercialization of 5 key new product lines, generating substantial revenue growth from incremental new OEM projects, and taking the business to the next level in overall sales – eventually achieving 16% YOY revenue growth – an all-time record.
- Slashed product launch cycles by >50%, from 40 months to <18 months, and labor costs by 50% by mobilizing cross-functional launch teams, regular project meetings, and focused vendor management.
- Championed and sourced strategic technology partnerships with third-party firms in the US, Europe, and Asia.
- Provided executive leadership to several adjacent functions, including Production, Purchasing, and Quality Assurance.

EXECUTIVE EXPERIENCE (CONT.)

Director of Engineering

Hayes Bicycle Group – a division of HB Performance Systems Inc.
Mequon, WI

www.hayesperformance.com
Jul 2007 – Jul 2008

- Provided key leadership and guidance during extremely intense M&A transition, per HBG's goal to emerge as a full-line provider in the bicycle market. Was a key advisor to BU General Manager, as well as to HBPSI's senior executive team.
- Completely rebuilt and restructured the Design & Engineering organization from the ground up – recruiting, hiring, training, and coaching an entirely new team at HQ – into a seamless and unified operation.
- Challenged and mobilized this new US team to break down historical barriers and to position themselves as true technical leaders in the field of mountain bike component design.
- Trained the new US team in a holistic approach to New Product Development involving four key disciplines.
- Directed Design and Engineering teams in both the US and Taiwan, along with all other functions needed to support NPD, OEM Applications, and Sustaining Engineering. Ensured that all 2008 products went to market on time.
- Led the development of a breakthrough new remote lockout product, providing a new patent for the company and leapfrogging a major competitor (SRAM) in the highly critical European market.
- Developed and deployed numerous new, streamlined business processes. Accelerated ECO/ECN workflows by 50% / 75%.
- Drove comprehensive upfront adherence to international regulatory standards – ISO, CEN, DIN, ASTM, CPSC, & ETRTO.
- Ultimately oversaw the division's quality program to dramatically improve product quality coming out of Taiwan.
- Efforts culminated in a new, high-functioning organization that was able to move the business forward into numerous new opportunities, particularly in Europe.

PROFESSIONAL EXPERIENCE

- Engineering Manager / Specialist / Engineer **Johnson Controls Automotive** Holland, MI Jun 1998 – Jun 2007
- President **Technology Imperatives Inc.** Cary, NC Jan 1996 – Mar 1998
- Youth Counselor **Cameron Boys Camp** Cameron, NC Jun 1994 – Jun 1995
- Product Design Engineer **Ford Motor Company** Dearborn, MI Jun 1991 – Jun 1994
- Teaching Assistant **North Carolina State University** Raleigh, NC Jan 1989 – May 1991
- Project Engineer **Burroughs Wellcome Company** Greenville, NC Jan 1987 – Aug 1988
- Pipe-Hanger Engineer **Carolina Power & Light Company** New Hill, NC Aug 1985 – Dec 1985

VOLUNTEER EXPERIENCE

- Evaluation Board Member – IoT Open Innovation Lab **Northeastern University** Boston, MA Jun 2018 – present
- President – West Michigan Chapter **PDMA** Grand Rapids, MI Oct 2014 – Dec 2015
- Vice President of Marketing – NY/NJ Chapter **PDMA** New York, NY Jan 2012 – Jun 2013

EDUCATION

- Masters of Management **Aquinas College** Grand Rapids, MI Aug 2001 – May 2004
- MS in Mechanical Engineering **North Carolina State University** Raleigh, NC Jan 1989 – May 1991
- BS in Mechanical Engineering **North Carolina State University** Raleigh, NC Aug 1983 – Dec 1988

PROFESSIONAL CERTIFICATIONS

- **Global Innovation Institute:** Authorized Innovation Assessor® / Certified Chief Innovation Officer® / Certified Innovation Strategist® / Certified Design Thinking Professional® / Certified Innovation Professional®.
- **State of Michigan:** Professional Engineer (PE).