

Adelle Dubblestyne

PRODUCT DEVELOPMENT MANAGER

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ABOUT ME

Hi, I'm Adelle - a Product Development Manager with 7 years' industry experience developing consumer goods from concept to market. I am highly motivated and thrive in dynamic roles. Currently based in Vancouver, BC and looking for my next challenge!

EDUCATION

BACHELOR OF DESIGN: Material Art & Design
OCAD University - Toronto, ON | '09 - '13
Jewellery Design and Metalsmithing

WORK EXPERIENCE

PRODUCT PORTFOLIO MANAGER | AZ HOME - Richmond, BC | Apr '18 to Dec '20

- Design products responding to trend research, customer profile and portfolio management insights
- Create sales decks for B2B buyers including customer-specific pricing and present with account's Sales Rep
- Lead product development process including producing product spec sheets, negotiating quotations, producing artwork files, coordinating samples, regulatory compliance, and approvals by stakeholders
- Design merchandising solutions including retail planograms and PDQ's to maximize footprint
- Create timelines and buy plans for all new product introductions, present to Managing Director for approval
- Implement and monitor quality compliance; manage quality assurance team in China
- Analyze sales data to inform life cycle management of product portfolio such as discontinuation or expansion
- Travel internationally to develop strategic relationships with vendors, attend industry trade shows and vet new vendors

PRODUCT DEVELOPMENT SPECIALIST | AZ HOME - Richmond, BC | Nov '17 - Apr '18

- Reported to Product Portfolio Manager, assisting with a sampling and daily correspondence with Vendors
- Implemented formalized Quality Control practices

SENIOR PRODUCT MANAGER | CANADA POOCH - Toronto, ON | Jan '15 - Oct '17

- Manage and review work of two Technicians including: develop technical packages, conducting live model fittings, product quality control
- Daily communication with vendors for all development and production deliverables
- Mentor Production Assistant in toys and bedding category
- Reconcile objectives of production, design, sales, and marketing teams throughout product life cycle, ensuring to hit quality, aesthetic, and cost targets
- Build and manage timelines to meet seasonal product launch schedule

PRODUCTION MANAGER | CANADA POOCH - Toronto, ON | Sept '14 - Dec '15

DESIGNER & PRODUCT DEVELOPMENT SPECIALIST | CANADA POOCH - Toronto, ON | Feb '14 - Aug '14

FREELANCE DESIGNER/TECHNICIAN | CANADA POOCH - Toronto, ON | Sept '13 - Jan '14

HIGHLIGHT

- Designed and developed private label and licensed product for major retailers such as Roots, Home Sense, Amazon, Pet Smart and Walmart
- Breadth of material and manufacturing knowledge in:
 - Home Décor - shelving, photo frames, clocks, candles
 - Pet - apparel, bedding, toys, accessories
- Creative and analytical thinker
- "Start-up" attitude - positive, flexible and takes initiative
- Experienced international sourcing trips
- Familiar with Vertical Retail, B2B, Online and Omni-channel
- Proficient in Adobe CC, Microsoft Suite, Rhino CAD