
Brett Stern

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- Chief Chipper** **Beer Chips®**- potato chips made with beer. Inventor/Owner. Launched an entrepreneurial business to create and market a line of adult snack foods. Set up a virtual manufacturing business model to outsource everything except the creativity. Branded/designed product and created all intellectual property (trademarked in 34 countries). Developed flavor profiles, sourced ingredients, suppliers and co-packers. Designed packaging and all related collateral materials. Created marketing and sales campaign for product and got placement in planograms without slotting fees in major retail supermarkets/box stores throughout US and abroad. Established broker/sales network and distribution channels. Lead sales person with first year revenue exceeding \$500K, 2nd year \$1.3 million+ and sold company assets at the end of 3rd year to national snack food manufacture in 2010. www.beerchips.com
- Visiting Artist/
Engineer** **New York State College of Ceramics, Alfred University, Alfred, NY.** Invited to work in clay studios to create ceramic art. Invented a pollution control devise for the wood burning kilns on campus applying a catalytic combustor. 1/03-9/04.
- Intrapreneur** **Pfizer Inc.** Pharmaceutical/medical equipment company. As consultant, worked in conjunction with Strategic Innovation Group, Pfresh Tech Team, to conceptualize innovative surgical instruments and medical devices, which have included: gynecological, urinary tract, dialysis, orthopedic and cardiovascular implements. Function as internal entrepreneur to assist development of new products using industrial design, marketing, creative facilitating and problem solving skills. Worked with Howmedica, Namick, Valley Labs, AMS, Schneider USA/Europe divisions. 1995-2002
- Castle builder** Commissioned to design and build the interior of a secular residential castle in the Gothic Revival style in a 3,500sq.ft loft in lower Manhattan. World of Interiors. April, 2005
- Industrial Designer** Accept assignments from companies to invent, research and design new products. Supply technical, sourcing, manufacturing information and oversee production for clients. Hands-on knowledge of materials and processes for a full range of natural and synthetic materials.
• Clients include: Revlon/Almay, Vanity Fair/Vassarette, Warner Brothers, Stryker/Howmedica, Saatchi & Saatchi, Bliss World Spa, and Information USA.
- Inventrapreneur** **Clothing Creator™**- Invented and patented an automated machine process to manufacture clothing without human intervention. Method can produce a finished garment in 45 seconds. Managed technical, business and legal staff. Responsible for daily operations and expenditures. Functioned as project spokesperson to trade and media. Knowledge of fibers and fabrics with emphasis on synthetics and manufacturing techniques with a concern for energy efficiency and environmental compatibility. Coordinated research team that included universities, industry consultants, manufacturers and government agencies. Documented and analyzed research. Located and solicited funding from federal and state agencies. Prepared proposals and final reports. Prepared business plans and developed strategies for future trends of technology.
- Material/Process
Technologist** **Warner Brothers, *Batman and Robin*** movie. Working with designs of the “Mr. Freeze” character, to be worn by Arnold Schwarzenegger, defined materials and technologies of the costume for construction
- Author** **"99 Ways To Open A Beer Bottle Without A Bottle Opener ©"**,
Crown Publishing, 1993, Australia 1994, Germany, 1994, 2002. 42,113 books sold.

Teacher

- Art Institute of Portland, Industrial Design Program
Introduction to Industrial Design, fall, 2006, Spring, 2007
- Columbia University, Graduate Business School,
“Managing innovation”, guest lecturer, 2002
- Stanford University, Biomedical Technology Innovation Program
“Thinking in Three Dimensions, A Brainstorming Tool”, guest lecturer, 2002
- Parsons School for Design,
Introduction to Product Design, Foundation Department, Spring/Fall, 1996
- Parsons School for Design, "Inventing and Entrepreneurship, The Real World",
Product Design Department, 1989- 1990.

Grants

- New York State Energy Research and Development Authority,
Energy Products Center grant, \$70,000, 1990
- U.S. Department of Energy,
Energy Related Inventions Program, \$70,000, 1989
- New York State Science and Technology Foundation,
Small Business Innovative Research grant, \$35,000, 1985
- National Science Foundation
Small Business Innovation Research grant, \$35,000, 1984

**Intellectual
Property**

- Beer Chips® trademark - US, EU, Mexico, Canada, Japan, Singapore, Australia,
Hong Kong. 34 countries total, 2007-2009 Assignee: Barrel O Fun Snacks, 2010
- US Trademark, Hot Potatoes® 2007 Assignee: Barrel O Fun Snacks, 2010
- US Trademark, Chip Shots® 2007 Assignee: Barrel O Fun Snacks, 2010
- US Trademark, Ispuds™ 2007 Assignee: Barrel O Fun Snacks, 2010
- European Patent, #01977778.8-2310-US0142122, “Fluid Injection Device”,
Designated states; AT, BE, CH, CY, DE, ES, FI, FR, GB, GR, IE, IT, LI, LU,
MC, NL, PT, SE, TR, Assignee: Scimed Life Systems Inc. 2003
- US Patent #6,520,969, “Guide-pin placement device”, 2003
Assignee: Stryker Technologies, Kalamazoo, MI.
- US Patent # 6,520,937, “Fluid injection device”, 2003
Assignee: SciMed Life Systems, Maple Grove, MN.
- US Patent #6,214,013, “ Method of using a guide-pin placement device”, 2001
Assignee: Stryker Technologies, Kalamazoo, MI.
- US Patent #6,036,696, “Guide-pin placement device and method of use”, 2000
Assignee: Stryker Technologies, Kalamazoo, MI.
- US Patent #5,988,426 “Leakproof vented beverage lid”, 1999
- US Copyright, Genetic Code of Brett Stern, 1999
- US Patent #5,741,228 “Implantable access device”, 1998
Assignee: Horizon Medical, Atlanta, GA.
- European Patent, #95926476.3-2305, “Selective vascular compression devise”,
Designated states; AT, BE, CH, DE, DK, ES, FR, GB, GR, IE, IT, LE, LU, NL, PT, SE.
Assignee: Schneider Inc. (Europe), 1997
- US Patent #5,569,297, "Selective vascular compression devise".
Assignee: Schneider (USA) Inc., Plymouth, MN. 1996
- US Copyright, "99 Ways To Open A Beer Bottle Without A Bottle Opener ©, 1993
- US Trademark, Clothing Creator™ - 1992
- US Patent #4,645,629 “Method of Manufacturing Heat Molded Garments”, 1987

Education

- University of Cincinnati,
B.S. Industrial Design, Co-op Program, 1981