

Guest Lecturer

Jim Warner

Tuesday, November 4th
9:00 - 11:00 am ARTB 200



"Nothing is more satisfying than bringing brands to life thru innovative design creating ownable solutions for marketers, manufacturers, and entrepreneurs.

For over 35 years, my intradisciplinary teams have created differentiation in Product, 3D Packaging, and Sustainable solutions, enabling our clients' brands to compete in their markets more successfully. Earning over 230 design and utility patents is a testament to my collaborative design process. It also highlights genuine empathy for the user, understanding the competition, mastering materials, manufacturing, and operations, and being in sync with business criteria.

I've been honored to work with amazingly talented and passionate people on a continuum of tremendously challenging programs generating user excitement, market influence, category leadership, share growth and revenue, and long-term brand loyalty."

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