

Arron Mack

PRODUCT DEVELOPMENT LEADER

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SUMMARY

Product Development leader with 20+ years of experience designing, engineering, and manufacturing licensed and private-label consumer products. Proven track record delivering market-ready products from concept through global production. Expertise in sourcing, compliance, and cross-functional execution across toys, infant products, and consumer goods. Experienced in working with major licensed brands and scaling products for retail and e-commerce channels.

CORE COMPETENCIES

- Product Development - Concept to Production
- Licensed Consumer Products
- Global Sourcing & Supplier Development
- Product Safety & Compliance (CPSIA, CPSC)
- Cost Engineering & Margin Optimization
- Cross-Functional Leadership
- Consumer Insights & Trend Analysis
- E-commerce (Shopify, Direct-to-Consumer)

PROFESSIONAL EXPERIENCE

Mack's Factory – Phoenix, AZ

Founder & Head of Product Development | 2018–Present

Design, development, and manufacturing of licensed and self-branded consumer products for direct-to-consumer and e-commerce distribution

- Own end-to-end product development of licensed and self-branded consumer products, from concept through production and fulfillment
- Drive product strategy and development priorities to support revenue growth and operational efficiency
- Lead global sourcing, validation testing, and quality execution across international and domestic suppliers to meet cost, timeline, and performance targets
- Oversee direct-to-consumer sales across e-commerce platforms, including Shopify and marketplace channels
- Partner with licensors to secure approvals and maintain brand compliance
- Developed and launched **20+** SKUs across licensed and self-branded product lines for direct-to-consumer distribution

BUMKINS – Phoenix, AZ

Compliance Manager & Sourcing | 2022–2025

Led compliance and sourcing functions to support product development, ensuring alignment between regulatory requirements, manufacturing capability, and product design

- Ensured compliance with CPSC regulations, CPSIA requirements, and applicable safety standards for infant and baby products
- Managed product testing, certification, and documentation, including Children's Product Certificates (CPCs)
- Led supplier identification, evaluation, and onboarding, focusing on quality, cost, and manufacturing capability
- Conducted factory audits and material evaluations to ensure compliance with infant product safety standards
- Supported new product introduction (NPI) by aligning sourcing strategy with design and manufacturing requirements

Great American Merchandise & Events – Scottsdale, AZ

Director, Product Development | 2017–2019

- Drove development of new product lines aligned with revenue and margin targets across retail channels
- Directed product development strategy, aligning new product lines with market demand and profitability targets
- Led cross-functional teams across design, engineering, sourcing, and QA to deliver retail-ready products
- Managed end-to-end development from concept through production, ensuring adherence to cost and quality targets
- Evaluated product concepts for market viability, manufacturability, and margin performance
- Implemented structured development processes to improve execution, speed to market, and product quality

The Promotions Factory Toys – El Segundo, CA

Director, Product Design & Development | 2016–2017

- Led product design and development across multiple categories, providing creative direction to internal teams and external partners
- Managed full product lifecycle including concept development, CMF, packaging, engineering, and branding
- Directed cross-functional collaboration to align development timelines with manufacturing and retail launch schedules
- Partnered with licensors to ensure brand consistency and adherence to style guides across product lines
- Established structured processes for product evaluation, approval, and development execution

Cosmo Supply Lab Ltd. – Hong Kong

Associate Director, Design & Branding | 2013–2015

- Directed design, branding, and product development teams across ODM and internal product lines
- Led new product initiatives from concept through commercialization, integrating consumer insights and market trends
- Launched direct-to-retail product lines, expanding beyond OEM manufacturing into branded product distribution
- Collaborated with clients to deliver product concepts, presentations, and development strategies
- Implemented structured evaluation frameworks to improve product selection, cost control, and execution efficiency

Mothercare UK Ltd. – Hong Kong

Product Design Manager | 2011–2013

- Managed design and development of ~300 products annually across toy and early learning categories
- Increased product approval (buyer hit rate) from 25% to 95% within one season
- Reduced design costs by \$100K per season through improved development processes and early-stage approvals
- Led cross-functional collaboration between design, buying, packaging, PD, and QA teams
- Developed consumer insight and trend reports to guide product strategy and development

JAKKS Pacific – Malibu, CA / Hong Kong

Senior Manager, Product Development | 2009–2010

Hong Kong (2010)

- Directed creative direction to cross-functional teams in the development of concept designs, models, and production tooling
- Partnered with licensors to secure approvals and ensure compliance with brand standards
- Led development for Disney Princess, Fisher-Price Little Mommy, and Graco product lines

Malibu, CA (2009)

- Led development of licensed toy products across boys' and girls' categories from concept through production
- Managed major licensed properties including Hello Kitty (Sanrio), SpongeBob SquarePants (Nickelodeon), NASCAR, Bella Sara, and In My Pocket
- Directed external vendors and internal teams in concept design, technical illustration, and model development
- Collaborated with engineering teams to deliver production-ready tooling and manufacturable products

Mattel – El Segundo, CA
Product Development / Design Roles | 2000–2009

Project Designer – Barbie Entertainment | 2007–2009

- Designed and developed key driver products for Barbie Entertainment lines
- Delivered dolls, accessories, and playsets aligned with global marketing initiatives

Project Designer – Disney Princess | 2005–2007

- Developed key driver products including dolls, accessories, and playsets for major retail programs
- Translated marketing direction into manufacturable product concepts

Senior Designer – Advanced Concepts Group | 2004

- Designed UI/UX for digital Batman products within the action category
- Provided blue sky / conceptual ideation for building and construction product categories

Senior Designer – Games Group | 2000–2003

- Designed and developed licensed and promoted games across Skill & Action, Electronic Handheld, and Preschool categories
- Supported brands including UNO, Hot Wheels, Fisher-Price, Nickelodeon, Harry Potter, Batman, and He-Man

TEACHING & INDUSTRY ENGAGEMENT

Otis College of Art and Design – Los Angeles, CA
Lecturer, BFA Toy Design | 2000–2008

- Delivered instruction in Technical Illustration and Model Making, focused on product visualization and physical prototyping
- Taught foundational design and development skills aligned with real-world product development workflows
- Mentored students in concept development, form development, and hands-on model construction

TECHNICAL SKILLS

- Product Design & Development
- Creative Direction & Design Management
- Consumer Insights & Trend Analysis
- Global Sourcing & Manufacturing (Asia)
- Product Safety & Compliance
- Prototype Development & 3D Modeling
- SolidWorks, Adobe Illustrator, Photoshop
- Microsoft Office (Excel, PowerPoint, Word)
- AI-Assisted Product Development

EDUCATION

Bachelor of Science (B.S.), Industrial Design
California State University Long Beach

General Education (A.A.)
San Diego State University