

Alec Tam

Los Angeles, CA

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Profile

A proven creative and product development executive with a diverse background in consumer product design and a deep knowledge of product development processes. Successful at driving creative strategy, innovation and vision in leadership roles with global companies including Mattel and Moose. Skilled collaborator with leading entertainment companies such as Warner Brothers, Disney, WWE, DreamWorks and Epic. An experienced leader with over 15 years leading global, multidisciplinary creative teams and product development staff. Highly skilled in business fundamentals and an effective collaborator with both internal business stakeholders and outside partners.

Yulu USA

VP Global Product Design

2019 - present

- Directly responsible for driving creative strategy, design, product development, innovation and vision for Netherlands-based toy and entertainment start-up.
- Accountable for leading global product design, packaging and development teams to deliver on-time and to meet company quality, cost and margin targets.
- Collaborate extensively with global marketing, sales and entertainment teams to develop and implement strategic plans and marketing/sales brand assets across Girls and Boys portfolios.
- Maximize tight budget and resources through effective managing of a global team of product design, packaging, graphic designers, illustrators, 3D CAD and prototyping vendors.
- Implemented new global product development processes and milestones resulting in immediate efficiency, cost and quality improvements across the board.
- Partner closely with inventor community to increase product innovation across the portfolio.
- Work directly with founders/co-CEO's on a daily basis to create new product strategies and IP.

Moose Toys USA

VP (Contract) Design Licensed Boys and Preschool

2018 - 2019

- Drove the design and development of licensed toys for brands such as Fortnite, Chu Chu TV, Bluey and Collins Key product line.
- Directed all aspects of product creation - from strategic alignment with licensors and internal stakeholders, to market research, product design, costing, tooling development and final product sign off.
- Collaborated with global marketing, product development, engineering, vendor operations and external licensed partners in the US, Australia and Asia to successfully bring a large range of products to market quickly and cost effectively.
- Created and presented strategic plans and business opportunities to senior leadership and CEO.

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Mattel Inc.

Director, Product Design – Girls Toy Box

2015 - 2018

- Directed a multidisciplinary design staff responsible for all Mattel Girls licensed products and internal IP.
- Cultivated successful working relationships and managed licensor communication and approval processes with major entertainment partners Warner Brothers, Universal, Disney and WWE.
- Successfully developed toy lines for licensed brands such as DC Super Hero Girls, Wonder Woman, Harry Potter, Aquaman, She Ra and 101 Dalmations.
- Led the creation of brand positioning, brand identity, visual identities, stories, characters, product strategies and product architecture for a variety of girl-targeted internal Mattel IP such as Monster High, Wild Hearts Crew and Pooparoos.
- Partnered directly with multiple global doll factories to improve manufacturing processes, reduce cost and hit sustainability goals, resulting in significant product cost reductions while balancing critical consumer expectation metrics.
- Spearheaded and presented product strategy for successful Mattel pitch to Warner Brothers for the DC Super Hero Girls license.
- Led the creation and presentation of new brand proposals, concepts, product lines and new business opportunities to Mattel senior executives and COO.

Sr. Director Product Design, Boys Entertainment Brands

2013 - 2015

- Led product design team responsible for creating and developing licensed toy lines for Warner Brothers, WWE, Minecraft, Halo and DreamWorks Animation as well as He-Man collectibles for direct-to-consumer online business.
- Collaborated with DreamWorks Animation to co-develop new Dinotrux episodic show on Netflix, including brand identity, original character designs, environments, story and toy feature integration.
- Delivered seasonal toy strategies and product designs for Batman, Superman, Wonder Woman, Justice League and DC franchises, including WB video game properties such as Arkham Asylum.

Sr. Director Product Design, Wheels Brands

2000 – 2013

- Promoted six times from Project Designer to Sr. Director.
- Led a variety of design teams for a portfolio of Mattel Wheels brands, including Hot Wheels, Matchbox, Monster Jam and Tyco RC. Also, licensed entertainment RC brands for the Disney Cars and Warner Brothers Batman franchises.

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Additional Professional Experience

GT Bicycles Inc, Sr. Product Designer, 1997 – 2000

Automotive Engineering & Design, Sr. Designer, 1995 – 1997

Powers Design International, Designer, 1993 – 1995

Art Center College of Design, Pasadena, California

B.S. Industrial Design, 1993

SEMA Scholarship recipient

Internship Kenworth Trucks

Skills

- Microsoft Office – Word, Excel, PowerPoint
- Google – Docs, Sheets
- Adobe – Photoshop, Illustrator
- Autodesk – Sketchbook
- 3D CAD – familiar with most major platforms
- Language – English, Afrikaans

References available upon request.