



Brad has worked as product designer and mechanical engineer at multiple world class design consultancies and companies. His lifelong identity is wrapped in creation. Working solo or as team leader his work includes supercomputers, toys, cellular devices, yogurt cups, toothbrushes, bike racks and a wide range of camera and mobile accessories. He built, staffed and managed small to medium product development consultancies on the West Coast and Shanghai, China. As Director of Innovation at Made Products, a digital camera accessories startup, his team took the business from concept to acquisition in less than three years, yielding a 2000% ROI. Recently, Brad cofounded [Touchfire](#), a feature fresh iPad accessories company, where he heads product development. He devised a completely new product category, based on unique core technology that he took from idea to production across a full product line. Touchfire was introduced as a Kickstarter project in 2011. It became the highest funded tablet-related project of its time. Today, Touchfire is a multi-million dollar business. For CV and more information, go to [btop.com](#).

