



# Alex Griffin

## CREATIVE BUSINESS LEADER & FOUNDER

- 18 years experience creating products, brands, campaigns & companies.
- First-class BA (Hons) Graphic Design.
- Inventor of SunShader® - the original laptop shade.
- Utility patent owner, British citizen & U.S. Green Card holder.
- Expert in design direction, sales and digital marketing.
- Founder @ Bouf.com (the first online marketplace for "products with a twist") acquired by Europe's largest media company, Sanoma PLC, in 2015.

### EMPLOYMENT HISTORY

#### SEP 2021 — PRESENT

### Chief Executive Officer, SunShader, Inc. (Austin, TX)

By next year, 30% of workers will be FT remote, but laptops overheat outside and suffer from glare.

So, I launched SunShader® - a patented laptop sun shade. My roles and impact include:

- **Creative direction & product development:** I designed the product, developed the brand name, and over thousands of prototype iterations experimenting with materials & manufacturing methods I developed the finished product specification & worked with patent attorneys to secure utility patents in US and China (Patent 10963010). I am launching SunShader® Eco made from cactus leather in Q1 2024 and SunShader® Phone.
- **Manufacturing:** I owned the process of sourcing, due diligence & quotes from 20 factories across U.S, Mexico and Asia. I secured and manage the contract with the factory in Shenzhen.
- **Inventory planning & global logistics:** Today, I order 10k units every quarter (growing at 200%/year), and organize shipping to US, UK, Europe, UAE & Saudi Arabia, Australia & Latin America. I coordinate customs brokers, shippers and ensure import duty compliance. I have implemented inventory tracking to minimize friction and errors.
- **Sales & Marketing:** I plan our GTM activities, deploying a budget of \$150k/year, which I allocate across seasonal events on Amazon (ads, deals, coupons, Prime day), Meta Ads, Google, Shopify & Apps, PR events, sponsorships, contests & giveaways. This marketing mix has scaled sales from \$0 to \$950k in our first 2 years.
- **Retail:** I have secured orders from Staples, SharperImage and B&H Photo, and we are now pitching to the buyers at Apple Store, BestBuy and the airport electronics stores, InMotion.
- **Strategic partnerships:** I presented to leadership at Amazon, HP, Deloitte and IBM at the PPAI Trade Show in Vegas generating 350 warm leads who are converting to customers ordering custom-branded SunShaders. I have generated B2B revenue of \$250k (a 15x ROI) since the show, and have secured SunShader as a HALO preferred supplier.

#### JUN 2018 — SEP 2021

### Chief Creative Officer, Stuckup.com, Inc. (Austin, TX)

Stuckup.com is a curated marketplace supporting artists with a beautiful sales platform, plus state-of-the-art printing, framing and fulfillment services. My roles and impact include:

- **Creative Director:** Led all design of UI, UX, and branding including naming, brand identity & brand marketing
- **Strategic partnerships:** I setup lead-generation for the best-selling artists on all competing platforms (Art.com, Minted, Society6, Etsy), then pitched to and onboarded the top 10% of those giving us an inventory of 500 artworks.
- **Product management:** I recruited our engineering team, and we built-out the marketplace technology, making it ultra simple for artists to list their work in high-res, setup their artists storefronts, and start building their following. We built an intuitive UI for buyers, and built an automated monthly payment system for artist's royalties.
- **Operations & Management:** I established a partnership with 2 of the best printing & framing factories in the U.S., setting up order processes for a streamlined flow from customer order, to received shipment.

## EMPLOYMENT HISTORY

JAN 2016 — MAR 2020

**Creative Director, Orchestrate (New York)****Orchestrate is a branding & e-commerce company in New York. My roles and impact:**

- **Creative Direction:** Extensive creative solutions for a wide range clients and sectors, including a new brand for Choice Hotels including full identity, signage, interiors, rooms and keycards, a new line of pens and advertising for BiC, product innovation for Coca-Cola including new healthy drinks and a baby formula brand.
- **Workshops & Presentations:** I lead client workshops with teams of 10-20 stakeholders to understand goals, brainstorm initial solutions as a team, and achieve shared consensus with clients.
- **Account & Project Management:** I would be the main project lead and point of contact with clients, leading client meetings, structuring projects with Asana (lists, boards & timelines), crafting proposals and quotes, and delivering projects on time & budget. During my tenure, I won contracts worth \$25k to \$250k.

APR 2007 — MAR 2015

**Founder & CEO, Bouf.com Ltd (London, UK)****Founder of UK's first online marketplace for boutique brands and design-made goods. My roles and impact:**

- **Product Design (UI, UX) and Product Management :** I designed, and we built, some of the first online marketplace e-commerce technology on the planet, providing Buyers & Vendors with intuitive tools to discover & sell unique goods.
- **Sales & Onboarding:** I trawled every reputable trade show in Europe, pitching and onboarding thousands of brands and their inventories to our database, enabling the marketplace grow quickly with no chicken/egg situation.
- **P&L:** scaled to \$1.5m/year, raised funding from 12 high profile European investors, acquired in 2015 by Sanoma PLC.

SEP 2003 — MAR 2007

**Graphic Designer, Wolff Olins, DigitasLBI, AKQA et al. (London, UK)**

## EDUCATION

SEP 2000 — MAY 2003

**BA (Hons) Graphic Design (First-class), Arts University Bournemouth (UK)**

NOV 2009

**TechTour Presenter, (Geneva, Switzerland)**

APR 2009

**Gateway2Investment Program, (London, UK)**

JUN 2005 — DEC 2005

**MBA Equivalent, NESTA Creative Pioneer Program (London, UK)**

## AWARDS &amp; SKILLS

**Notable Awards:**

- Shell liveWire Entrepreneur of the Year 2007
- D&AD Best New Blood Award 2003
- Venture Candy Fashion & Retail Winner 2011
- Couvooisier Future 500 (Top 10 One to Watch) 2009
- British Design Entrepreneur Shortlist 2008

**Main Skillset:**

- Art & Creative Direction, Graphic Design, Branding (Expert)
- Project Management, Workflow, Asana (Expert)
- Digital Marketing, PPC, Campaigns, Analytics, E-commerce (Expert)
- Sales, Business Development & Partnerships, Hubspot (Expert)
- Adobe Suite, 3D Modeling, Motion Graphics (Expert)
- Frontend coding HTML5 and CSS (Intermediate)
- PHP, Javascript, Servers, AWS (Intermediate)