Dan Brown Biography

Designer, Inventor, Entrepreneur & Professor, Dan Brown is a champion of establishing a design leadership based business strategy in our economy. "Design is how humans create value; I believe in the power of design thinking, embodied in a process I call 'Differentiation by Design', and its creative ability to add value throughout the economy." Dan's vision is to advance this creative design strategy to compete in global markets.

A native of Chicago, Dan attended St. Xavier University, earning a Bachelors Degree in Biology, with a minor in Chemistry. Upon graduating, Dan embarked on a career in the chemical and plastics industry where he applied his science education, and natural ability in engineering to a fast track business career. While serving in roles of increasing responsibility in the rapidly globalizing marketplace of the 1980's, Dan quickly discovered the necessity of creating competitive product advantages to sustain a business model. These early marketplace experiences inspired Dan to identify and create several new technologies for his customers leading to the application for his first three patents for these products before the age of 30.

After 12 years of progressive responsibilities in managing businesses, Dan launched his own Product Design consultancy: Consul-Tech Concepts. Dan describes his design methodology as Differentiation by Design®, a product design process that discovers the unseen activity based product needs, seeking to reveal differentiated design solutions across all aspects of the user-product experience. As a consultant using this strategy, Dan has worked with large and small companies to create and commercialize many differentiated products and processes for their customers, often creatively redefining these spaces, while at the same time receiving an additional twenty patents for his unique and novel new product solutions.

In 2001, Dan challenged himself to create a case study project for his design philosophy, to validate the methodologies of his design strategies, and to provide a sales and marketing tool for his services. Seeking to create a new and innovative product while emulating the Differentiation by Design process, this vision resulted in the creation of the Bionic Wrench®. Launched at the National Hardware show in May 2005 from a newly founded entrepreneurial startup, LoggerHead Tools LLC, the Bionic Wrench has received over 10 international Design and Innovation Awards, while at the same time undertaking a very challenging path in today's consumer market of manufacturing the Bionic Wrench 100% in the USA.

As an advocate of leveraging design leadership to create and support sustainable markets, Dan has participated in numerous interviews, conferences and educational activities. One of Dan's life goals has been to teach; he earned a Masters Degree in Product Development (MPD) from Northwestern University where he is currently an Adjunct Professor at Northwestern teaching in both the Graduate and Undergraduate programs in the McCormick School of Engineering. Collectively Dan's expertises in Design, Technology, and Business have provided him numerous experiences to share and advance his perspectives on his vision of design thinking, value creation and their ability to create and transform competitive markets. "I believe that the path to global economic competitiveness is user-centered design, competition based innovation, and the execution of differentiated value creating user solutions. This vision must include environmental and social sustainability, and free and fair marketplace accountability."