

CHRIS HERBERT

Small Business owner with 5 years of experience building brands from scratch; developing innovative products and analyzing product cost to create a more competitive product.

CONTACT

E: chris@herbsfurnishings.com

P: (410) 877-4231

W: herbsfurnishings.com

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

*Towson University (Towson, MD)
2009 – 2013*

Finance Concentration

SKILLS

PROFESSIONAL

Product Cost Analysis, Brand Development, Over-seas Manufacturing, Customer Relations

SOFTWARE

Microsoft Office, Fusion 360, Sketchup, Illustrator, Photoshop

DESIGN

Woodworking, Metalworking, 3D Printing, CNC Routing, CNC Laser, Sketching, Prototyping

EXPERIENCE

OWNER & DESIGNER

Herb's Furniture Co., July 2013 - Present

I create high quality metal and wood furniture that can be broken down, flat packed and shipped around the country. I realized how expensive shipping assembled furniture is and the cost savings that exists when you design furniture to be disassembled. This business model allows me to offer high quality hand-made furniture competitively priced to large furniture stores, delivered right to the customer's doorstep. To date I have sold over 700 orders totaling over \$250,000 of revenue.

FOUNDER

PBspoon July 2017 - Present

My borderline peanut butter addiction spurred me to create the PBspoon, which I designed to be the perfect spoon for extracting every last bit of peanut butter from the jar. Once I had a finished design, I contacted manufactures and attorneys to get a clear path to market and protect my IP for the launch on Kickstarter. The Kickstarter funding was successful raising \$17,000 in 30 days with features on Cool Material, Better Living through Design, Core 77, Tools and Toys, My Recipes and Real Simple.

DESIGN CONSULTANT

DIYZ, July 2016 - Present

I design DIY projects that are filmed and turned into high quality step-by-step how-to video content for mobile application DIYZ.

I research current market trends to create a unique DIY tutorial and project instructions to outline the steps for the film crew and content managers. While filming I either build the projects on camera or act as a professional advisor to the on screen talent.

WOODWORKING INSTRUCTOR

The Foundery, May 2016 - September 2017

I was a woodworking instructor at The Foundery, a makerspace located in City Garage, apart of Sagamore Development. I created a class on one of my DIY projects featured on website Lifehacker.com and also work with other instructors to develop new classes to draw more makers into the community.