DANIEL KROKER, MA

STRATEGY INNOVATION EXECUTIVE & INDIVIDUAL CONTRIBUTOR

DESIGN THINKING | EXECUTIVE WORKSHOPS | STRATEGIC FACILITATION | EMERGING TECHNOLOGIES
Master's in Design Innovation from Domus Academy (Italy) | Digital Transformation & AI Leadership from MIT (U.S.)
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PROFILE

I am a multidisciplinary creative specializing in innovation strategy for complex business contexts.
I transform abstract ideas into tangible, impactful products and services through my systemic design vision.
I facilitate executive discovery that aligns C-suite leaders around compelling innovation roadmaps.
I create strategic scenarios for difficult choices, enabling enterprise-wide trade-off decision-making.
I integrate AI, emerging technologies, and R&D governance into enterprise transformation initiatives.

EXECUTIVE SUMMARY

I am an innovation strategist with 25 years of experience leading global transformation across business innovation governance, design thinking, and emerging technologies integration, transforming abstract concepts and emerging technology into tangible market-ready products, services, and business models.

As a Senior Consultant and Individual Contributor, I partner directly with C-suite executives to align global strategy and investments, define innovation trade-offs, and create scenarios for complex decision-making. I do that by creating visual narratives, storytelling, functional prototypes, architectures, and actionable opportunities, supporting executives to imagine how trends and technology reshape the business.

Frame good **PROBLEMS** > design **SOLUTIONS** > Implement with **IMPACT**

I lead multidisciplinary teams spanning strategy, research, design, engineering, prototyping, and technology to turn insights into possibilities and tangible proof. My experience spans Fortune 500 companies where this approach has contributed to 1,000+ commercialized solutions across 150 countries, 80+ international awards, and 30+ patents.

STRATEGIC IMPACT HIGHLIGHTS

1. GLOBAL INNOVATION STRATEGY · Strategy supporting $1B own-brand penetration in the U.S. (Midea)
2. DESIGN AT SCALE · 1,000+ physical-digital solutions, 150 countries, 80+ international awards, 30 IP (ARBO)
3. DIGITAL TRANSFORMATION · AI-native engine pre-validating 50 opportunities before investment (SensAI)
4. PORTFOLIO MANAGEMENT · Global strategy, managing a 2,000+ global SKU portfolio (Warner/Discovery)
5. TECHNOLOGY FLUENCY · AI-powered soil classification eliminating human bias with 100% accuracy (Bayer)
6. EMERGING TECHNOLOGIES · AI, IoT & robotics optimizing Industry 5.0 & healthcare logistics (33 Robotics)
7. INNOVATION CULTURE · Built 15 parallel startups and VC across the healthcare programs (DocSolution)
8. BUSINESS TRANSFORMATION · Increased coffee price from $8 to $36, by the value proposition (Arminda)
9. OPPORTUNITY IDENTIFICATION · 86% logistics & storage optimization by the design solution (Yaba Spirits)
10. TEAM LEADERSHIP · Lead multidisciplinary teams of 25+ with the ability to set & make trade-offs (ARBO)

EDUCATION

MIT	*Digital Transformation & AI Leadership*	2025
DOMUS ACADEMY	*Master in Design Innovation*	2007
PONTIFICAL CATHOLIC UNIVERSITY	*BA in Industrial Design*	2004
PONTIFICAL CATHOLIC UNIVERSITY	*Engineering background*	1998

PROFESSIONAL EXPERIENCE

FRACTIONAL CHIEF INNOVATION OFFICER · INDIVIDUAL CONTRIBUTOR CONSULTANT

Innovation Strategy, Executive Facilitation and AI Adoption · GLOBAL, 2018 - current

Partner directly with C-suite executives and boards to design and facilitate strategic innovation engagements. I help organizations move from exploring what is possible with AI to making concrete strategic choices about innovation investments. Rather than providing consulting reports, I facilitate executive discovery workshops, guide multidisciplinary teams through structured problem-solving, and turn emerging insights into clear innovation direction and actionable roadmaps.

EXECUTIVE ROLE & RESPONSIBILITIES

- Designed and facilitated dozens of executive discovery workshops with C-suite leadership teams.
- Moved organizations from broad exploration to focused strategic choices and trade-off decisions.
- Guided multidisciplinary teams through structured problem-solving and innovation methodology.
- Turned emerging insights into clear innovation direction and actionable roadmaps.

DESIGN SYSTEMS & MANUFACTURING FOCUS

- Architected innovation governance frameworks integrating R&D, emerging technologies, and AI adoption.
- Built AI-native platforms pre-validating strategic opportunities before capital investment.
- Designed ecosystem governance for complex environments integrating multiple technology platforms.
- Created reusable innovation methods, tools, and playbooks across organizations.

BUSINESS IMPACT & OUTCOMES

- Little Prince Hospital: Designed governance for SMART hospital environments integrating clinical automation.
- DocSolution: Designed an AI-enabled SaaS supporting 20,000+ physicians and 15+ parallel startup initiatives.
- MIT AugmentAge: Architected an AI-native ecosystem integrating longevity and autonomy capabilities.
- EXY Innovation: Engineered wearable exoskeleton achieving 47% reduction in physical workplace injuries.

PRODUCT DELIVERIES

RESEARCH: Strategy, Vision, Roadmaps, Portfolio, Innovation AUDIT report, Commercialized Growth Focus
PROCESS: Discovery, Adoption, Operations, Lifecycles / Trade-offs, and investment prioritization
TRANSFORMATION: Enterprise & Business, Organizational Change, AI Adoption, New-Venture

SensAI & PREDICTA: AI-NATIVE INNOVATION PLATFORMS

Founder | AI Strategist Lead · GLOBAL, 2023 - current

I led the end-to-end ideation of Predicta and SensAI, an operating environment that enables organizations to build, orchestrate, and scale enterprise Innovation through AI systems. The engine design, validation & scale strategy, and innovation reducing uncertainty, accelerating decisions & improving market fit before execution.

DESIGN SYSTEMS & INNOVATION ARCHITECTURE

- Built AI-native engine combining context engineering, RAG, agentic AI, and workflow orchestration.
- Integrated multi-model AI systems protecting IP, organizational knowledge, and sensitive data.
- Empowers organizations with proprietary AI capabilities while taking ideas from inception to impact.
- Enabled organizations to create proprietary AI capabilities while maintaining competitive advantage.

TANGIBLE OUTCOMES

- Achieving 1,000+ strategic insights mapped, reducing innovation risk up-front.
- Pre-validated 50+ opportunities, reducing decision uncertainty through synthetic user & scenario modeling.
- Orchestrated human-in-the-loop AI governance to de-risk 50+ pre-validated strategic solutions
- Proprietary AI Capability: Protected knowledge while enabling rapid AI-powered innovation exploration.
- Accelerated Time-to-Market: Moved ideas from concept to validated proof-of-concept in weeks, not months.

ARBO DESIGN & INNOVATION

Co-founder | Executive Innovation Lead · GLOBAL | U.S. / Asia / Brazil, 2011 - current (primary position)

- Frame design strategies, operational architectures, horizon scanning, trend analysis, and future scenarios
- Govern budget allocation, suppliers, and mass production across multiple regions for commercialization
- Establish design excellence and factory quality benchmarks in global & local manufacturing hubs
- Lead a hands-on creativity, personally engaged in sketching, prototyping, and concept development
- Pitch and sell bold, early-stage concepts to CEO, Board & Investors, with storytelling that gets ideas greenlit
- Build and lead cross-functional teams of 25+ spanning Industrial Design, Engineering, R&D, and Operations
- Bridge strategy, governance, design, and engineering hands-on from sketch through production ramp-up
- Client Experiences: Bayer, Toshiba, Carrier, TCL, United Nations, Haier/GE, Whirlpool, and more

DESIGN SYSTEMS & MANUFACTURING FOCUS

- Built factory-ready design systems frameworks engineered alongside the suppliers and production teams
- Improved production efficiency, quality standards, and cost structures through design-led decisions
- Design Systems, VBL expertise, CMG and FFF for Design Excellence
- Lead blue-sky concept creation and early platform development

BUSINESS IMPACT & OUTCOMES

- 1,000 commercialized solutions across 150 countries, 80 international awards, and 30 patents
- Budget allocation & management totaling $15M+ in design, production, and market positioning. (Midea)
- Lead a strategic pivot from automotive manufacturing to appliance manufacturing without capex (Toromac)

RECOGNITION

- Recognized as World's Best Home Appliance Studio (D'AC, Italy, 2018)
- Scaled Arbo Design into a Top-5 awarded design studio in Latin America
- 60+ international awards (iF, RedDot, A'Design, New York Awards) and 25+ patents
- Aligned Brand DNA and VBL for Fortune 500, solving cross-border manufacturing & positioning challenges

MIDEA GROUP

Global Innovation Advisor for Innovation Strategy & Brand Transformation · China, 2011 - current

- Support Midea's transition from OEM producer to global brand-led, relevant design-driven organization
- Advised executive leadership on design systems at a global manufacturing scale
- Defined and implemented a global VBL across SDA, RAC, HVAC, and Ref categories (one design language)
- Structured portfolio architecture, aligning design intent & industrial and market realities
- Bridged design, R&D, and manufacturing into a single operating model
- Hands-on with engineering and production teams to keep concepts manufacturable at scale
- Supported knowledge transfer across global design and engineering teams in Asia, the U.S., and LatAm

INNOVATION SYSTEMS AT SCALE

- Guided cross-regional design decision-making across Asia, the U.S., and Latin America
- Framing trade-offs between design investment prioritization and OEM-scale manufacturing
- Aligned design, R&D, and industrial strategy into one coherent system between departments
- Build high-performing creative teams through mentorship and a collaborative culture

BUSINESS IMPACT & COMPANY ACHIEVEMENTS DURING THIS PERIOD

- Annual sales exceeding US$ 52 billion and the world’s largest home appliance company and Fortune 500
- Elevating Midea Group to a global leader in: SDA, RAC, HVAC, MWO, Refrigerators, and Cooking
- Support the US brand rollout behind $1B+ in own-brand sales and retail expansion into 1,700+ Lowe's stores
- Design and brand strategy contributed to $3.2B in U.S. revenue and an 11% RAC market share
- Supported LatAm market share growth from 8% to 15%, with RAC exports reaching 7.3M units annually
- Enabled RAC exports reaching 7.3 M units annually across Latin America
- A major global player in Home Appliances, Robotics, Automation, and IoT-enabled systems
- Contributed to the first “lighthouse factory” in Latin America with 1.3M units/year output

ELECTROLUX GROUP

Senior Global Innovation Lead & Master Industrial Design · Sweden / Brazil, 2009 - 2011

- Led global design, sketching, prototyping, and engineering concepts personally through to production
- Collaborated directly with global design leadership and regional executives on platform and brand decisions
- Unified global Modularization Process and local VBL through a unibody design “Only One Electrolux”
- Working directly with engineering and R&D to keep concepts technically feasible from day one
- Unified Industrial Design, UX logic, Engineering, and R&D under a single design framework
- Worked closely with global suppliers to balance cost, quality, and scalability, including DFM and tooling
- Accelerated concept-to-production cycles without increasing cost or quality risk

PRODUCT & ENGINEERING ACHIEVEMENTS

- Personally led concept-to-production on the Nano Vacuum Cleaner, selling over 1M units in its launch year
- Engineered the Silent Family platform, achieving up to 60% noise reduction by the HBTN noiseless system
- Designed the Green Family line, reducing plastic usage by 30%
- Repositioned the Dry Iron range for premium perception at 30% lower cost, a design/engineering trade-off
- Drove $2 - 3 per-unit (FOB) cost reductions across multiple categories
- Drove $1.2M/year in packaging savings through design-for-manufacturing discipline
- Robotic Trilobite: ultrasound sensors for navigation and automatic return to the charging station
- ErgoRapido: Most Popular worldwide Cordless Sticker 2 in 1
- Brush Roll Clean: A pedal-operated blade on the nozzle cuts through tangled hair and fibers
- Innovation and IP development across Vacuum Cleaners, SDA, Major Appliances, and Engineering Systems

BEST-SELLING PRODUCTS

- Electrolux global share: 22 million global units sold per year
- ErgoRapido: 10 million units sold since its launch
- Nano Vacuum Cleaner: with 2 million units sold in its launch year
- Ultra Silent Platform: the largest Canister worldwide platform

RECOGNITION

- Creative Collection VBL concept named Product of the Year - Europe (Plus X Award, Germany)
- Contributed to Electrolux being named global "Most Innovative Brand" (Plus X Award, Germany)
- Recognition across iF Design Award, RedDot, IDEA, and Good Design Awards

EARLY CAREER PROFESSIONAL EXPERIENCE

PHILIPPE STARCK	Sr. Industrial Designer	Paris, France	2008 · 2009
DOMUS ACADEMY	Sr. Industrial Designer	Milan, Italy	2007 · 2008
MCA DESIGN	Industrial Designer	Curitiba, Brazil	2002 · 2006
SPIN DESIGN	Industrial Designer	Curitiba, Brazil	1998 · 2002

EXTENSIVE EXPERIENCE IN INNOVATION DEVELOPMENT CATEGORIES

- Consumer Goods (Electrolux Group, Midea Group, Toshiba, Carrier)
- Artificial Intelligence Infrastructure, Automation and User Interface Experiences (Bayer, SensAI, Manii)
- Consumer Electronics (Bayer, TCL, DL)
- Robotics & Automation (33 Robotics, EXY Innovation, Midea Group)
- IoT-enabled appliances & Wearables (MIT, 33 Robotics, EXY Innovation)
- Advanced Hardware Systems (Predicta, Little Prince SMART hospital, United Nations)
- UX/UI & Digital AI Adoption, Digital Transformation & AI Leadership (SensAI, DocSolution, EducaDoc)
- Major Appliances & Smart Home Systems (Electrolux Group, Midea Group, Toshiba, Carrier)
- Small Domestic Appliances, Vacuum Cleaners, Residential Air Conditioners, Home Environment
- Beauty & Personal Care (iWare, O Boticário, Revlon)

EXTRACURRICULAR INFO

PERSONAL ACHIEVEMENTS OUTLINED IN THE ROLE DESCRIPTION

DESIGN & INNOVATION AUTHORITY CREDENTIALS

- Personally recognized with 80+ international design awards (iF, RedDot, IDEA, Good Design, and A'Design)
- I led the Creative Collection end-to-end, from first sketch, prototyping, engineering, and production tooling
- This platform is a RedDot winner, “the most innovative brand” and “Design Excellence” (Plus X in Germany)
- At Toshiba, I translated a global VBL into scalable product and packaging systems, also an iF award winner
- Arbo received, under my leadership, the recognition of “World’s Best Home Appliance Studio” (D’AC, Italy)
- I am recognized by the US government as an “individual of extraordinary ability in Industrial Design”
- Achieving the EB1 Green Card, a standard used to evaluate world-class talent in the sciences and arts

VISUAL STORYTELLING & TANGIBLE PROTOTYPING

- Women's industrial workforce equity through wearable human augmentation IoT (Exy shoulder)
- Led a strategic pivot from automotive manufacturing to appliance manufacturing without capex (Toromac)
- Designed & implemented the first solar-powered electric boat of the sustainable mobility program (UN)

STRATEGIC TRADE-OFF & SCENARIO DECISION-MAKING

- At Midea Group, I led the transition from an OEM manufacturer to a globally recognized consumer brand
- By architecting design governance, product strategy, and innovation systems across regions
- At Midea, I connected China to an environment extremely relevant as a global brand
- Working directly with suppliers across Europe, Asia, and Latin America on DFM/DFA and tooling decisions
- At Electrolux, I engineered the Ultra Silencer motor encapsulation R&D behind a 60% noise reduction
- Now, Ultra Silencer is the largest canister vacuum platform worldwide, also recognized with a RedDot Award
- I have traveled to Asia and Europe dozens of times to train factory teams directly on the floor

MULTIDISCIPLINARY TEAM LEADERSHIP

- At Arbo, I lead a cross-functional studio of 25+ designers, engineers, front/backend coders & engineers
- At Electrolux, I unified Industrial Design, Engineering, and R&D under a single framework
- At the Massachusetts Institute of Technology, I was a speaker at the executive leadership programs
- At Midea Group, I participated in establishing the company's first Innovation & Design Centers in China
- At SensAI, an AI-Native engine for Innovation, I led the end-to-end AI architecture through deployment

HUMAN-CENTRIC RESEARCH & DISCOVERY

- Strategies validated through 1,000+ U.S. consumer analysis insights (Pelonis)

COMMERCIALIZATION AT SCALE · RESULTS & BEST SELLERS

- At Midea US, I advised C-suite leadership on trade-offs behind a $1B+ U.S. entry into 1,700+ Lowe’s stores
- At Warner Bros. Discovery, I secured a $2M+ global product spanning 2,000+ SKUs for licensing leadership
- At Pelonis, I led U.S. consumer research and VBL validation through deep analysis of 1,000+ consumers
- I have tested prototypes directly with consumers through product clinics and focus groups
- At Electrolux, the design for manufacturing discipline produced $1.2M per year in packaging savings
- And $2 to $3 per unit (FOB) cost reductions, without sacrificing brand quality