

Brook Strong Bergland

Strategic Creative & High-Level Leader

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As a maker, designer, and innovator, I have a record of success in developing strategies, concepts, and products that are relevant, recognizable, and commercially viable for various consumers and markets. I excel at building cultures of creativity and leading world-class teams by fostering innovative thinking, collaboration, and flexibility, while also prioritizing sustainability, product excellence, and personal accountability. With my expertise in managing internal teams and external partnerships with agencies, influencers, and global and local manufacturers, I am a proactive, big-picture thinker with a strong focus on product creation and a talent for identifying opportunities to meet consumer needs, create impactful products and experiences, and increase market share.

AREAS OF EXPERTISE

- Values:** Craft & Innovation **are the cornerstones to making great product**; It's cool to care; Leave it better than you found it; Be brave—Embrace vulnerability; Be different together
- Leadership:** A passionate and inspired, hands-on player-coach with a problem-solver mindset; an emotionally intelligent, active listener who prioritizes goal setting, team development, and delivering on-time & on-budget.
- Creative:**
- **Creative Direction:** Long & Short-term Brand Strategies & Solutions, Partnership & Marketing Strategies, Milestone Meeting Presentation & Prep, Style-guide & Deck Building, Sustainability & Innovation Strategies & Implementation, Market Movements & Consumer Culture Research, Forecasting, Product Strategies & Lifecycle Management.
 - **Design Direction:** Product & Platform Strategies & Implementation, Project Management, Product Execution, Seasonal Concepts & Cohesive Toolkits(Product, Color, Graphics, & Materials).
 - **Art Direction:** Storytelling – Graphics, All-Over Prints, Branding, and Logo Design.
 - **Design:** Research, Design, & Development – Prototype to Production: Apparel: Knitwear(Sweater Knit, Sports & Activewear, Tees, & Fleece), Technical & Lifestyle Outerwear, Denim & Non-Denim Wovens; Accessories: Bags, Hats, & Hosiery; Trims: Labels, Closures, Patches, & Hardware.
- Trend
- Technical:** Tech-Packing, Pattern Making, Draping, Sewing, Tech-Design, Textile R&D, CAD, Illustrator, Photoshop, InDesign, Microsoft Office, Keynote, PLM, Asana, CLO3D, Additive Manufacturing.
- Inspirations:** A strong understanding and interest in the cultures, histories, and techniques behind vintage, outdoor, military, and technical apparel, accessories, and equipment. Constantly seeking innovative and functional solutions to meet consumer needs.

SELECTED PRESS

- ♦ [Converse "Urban Utility"; Wired](#)
- ♦ [Converse Unisex "For Every Body"; WWD](#)
- ♦ [Converse "Spark Progress"; Dazed Digital](#)
- ♦ [P.A.M. X Converse; i-D Mag](#)
- ♦ [Converse "Homage to LA"; Freshness Mag](#)
- ♦ [Miley Cyrus X Converse; Bustle](#)
- ♦ [MadeMe X Converse; Vogue](#)
- ♦ [Brain Dead X Converse; Nike News](#)
- ♦ [Telfar X Converse; Teen Vogue](#)
- ♦ [MadeMe X Converse; Oyster Mag](#)

CAREER EXPERIENCE

WHEREWITHAL, Inc.

Brooklyn, NY

Brand & Product Design Consultant

2021 – Present

As a Consultant, I design and develop products from prototype to production, develop workflows, go-to-market strategies, and branding solutions to support strategic objectives. I advise start-up and established fashion brands to build culturally connected, environmentally sustainable products and business models. I liaise with C-level and business leaders to understand goals and partner with creatives to review design & art directions, brand, and product development processes. **Featured projects included...**

- o **Parks Project:** Creative Direction for Men's, Women's, and Youth consumers, encompassing both Apparel and Accessories.
- o **Paper Planes:** Conceptualized (Mood, Color, Graphics, and Materials), designed, and created Techpacks for Men's Accessories.
- o **Geist:** Collaborated with the owner of the largest military surplus in the US to establish a brand focused on upcycling military clothing and equipment. Responsibilities included brand concept, product direction, branding and logo design, and development & production strategies.
- o **Parsons School of Design:** Guest Lecturer on Best Practices, Research & Development in Fashion Design..
- o **Buffalo State College:** Conducted a Fashion, Sustainability & Circularity upcycling workshop as a Guest Lecturer.

CONVERSE

New York, NY | Boston, MA

Global Design Director, Energy & Innovation (Men's & Women's, Apparel & Accessories)

2019 – 2020

Tasked with transitioning apparel and accessories to more sustainable products and practices while concurrently serving as the Global Design Director for the Energy business unit. Led materials design and innovation teams to create a future-forward, sustainable fashion pipeline. Partnered with the Vice President and Creative Director of Apparel and Accessories, as well as the Vice President of Global Innovation, to align project roadmaps, brand strategy, and business objectives with technology commitments and the sustainability goal of achieving zero carbon emissions by 2030. Oversaw sourcing, research, and development, capitalizing on advancements in material science by partnering with industry experts on additive manufacturing, circularity, upcycling, and recycling. **Featured projects included...**

- o **Converse Renew:** Partnered with vintage clothing retailer Beyond Retro to build truly sustainable fashion; repurposing denim and sportswear for a collection of upcycled footwear, apparel, and accessories.
- o **SHAPES:** A body-positive, gender-free, apparel collection designed "for every body".
- o **TheSoloist:** An innovative capsule collection centered around modularity & packability.
- o **Warner Bros.:** The Scooby-Doo "Pesky Kids" Collection.

Global Design Director, Energy (Men's & Women's, Apparel & Accessories)

2016 – 2019

Orchestrated and executed projects, partnerships, and products that generated brand hype through exclusivity and innovation with Collaborations. Increased units, revenue, and value through Licensing, Special Make Up (SMU), and Quickturn initiatives. Established consumer connections through Movements & Moments, including projects such as Pride, Black History Month, Hispanic History Month, and more. Directed cross-functional teams, coordinated workflows, and led a team of six senior and associate designers to develop over 70 projects and 1,000+ SKUs per year. Built high-profile strategic partnerships aligned with the brand's objectives, business goals, and margin requirements. Ensured cohesive storytelling and messaging from concept to consumer across design groups, business and marketing teams, and partner organizations. Innovated and evolved the design language in line with the brand's DNA and consumer preferences, while paving the way for future innovation and growth. Collaborated with a diverse range of external partners to develop project concepts based on brand heritage, product archives, and trend research. Developed product

assortments, oversaw apparel, accessory, and graphic design, and made selections for fabrics, trims, and colors. Served as the primary point of contact for design-related communications and oversaw and tracked execution from design and prototyping through to production completion. **Featured projects included...**

- **Collaborations & Licensing:** Single point of contact for design-related communications.
 - o [Tyler, The Creator](#): The fruitful long-term partnership encompasses six eye-catching apparel and accessories seasons
 - o [Neighborhood](#): A Japanese interpretation of American street basketball.
 - o [Urban Utility](#): A groundbreaking collaboration between retail giant Slam Jam, Converse, & artist Cali DeWitt.
 - o [Sanrio](#): Two seasons of Hello Kitty style streetwear.
- **Movements & Moments:** Spearheaded customer-driven and culturally inspired product design initiatives, including Pride, Black History, Hispanic History, and Women's History.
 - o [¡Mi Gente!](#): A collection celebrating the lives and heritage of 3 Latinx Converse designers.
 - o [Pride](#): A celebration of LGBTQIA fashion & pride through the lens of Miley Cyrus.
- **Special Makeup & Quick Turn:** Off-calendar quick-to-market collections for in-house direct-to-consumer outlets and exclusive product for select commercial partners.
 - o **JD Sports, ASOS, and Footlocker:** Delivered approximately 75 SKUs of seasonal apparel tailored to the consumer, regional business, and alpha account needs generating roughly \$40M+ in revenue.

Global Design Director, Inline Collection - Men's Apparel

2014 – 2016

Oversaw a team of six senior and associate designers responsible for managing a line of business valued at approximately \$350 million. Managed the development of approximately 325 SKUs per season. Envisioned the creative and category direction, established product and platform roadmaps, and oversaw the entire product life cycle. Led kick-off meetings, defined product and production strategies, allocated resources, and prioritized deliverables. **Featured projects included...**

- o [Converse Essentials](#): Conceptualized, designed, oversaw production, and executed Go-To-Market (GTM) strategy for a premium & timeless basics apparel collection.

Senior Designer, Inline Collection - All Star Men's Apparel

2013 – 2014

Managed and directed a team of three designers, overseeing a line of business valued at approximately \$250 million. Managed the development of approximately 200 SKUs per season. Envisioned the creative and category direction, defined product and platform roadmaps, and oversaw the entire product life cycle. Led kick-off meetings, defined product and production strategies, allocated resources, and prioritized deliverables. **Featured projects included...**

- o **Target and JD Sports:** Delivered 100+ SKUs of seasonal apparel tailored to the consumer, regional business, and alpha account needs generating roughly \$50M+ in revenue.

EDUCATION

Bachelors Equivalent Certificate: Major in Fashion Design(Menswear & Tailoring), Minor in Business

ESMOD(École Supérieure des Arts et Techniques de la Mode), Paris, France