

Tom Hardy

Branding
3776 Turnberry Court
Duluth, Ga 30096
USA
United States

View the full portfolio at <http://www.thecreativefinder.com/thardy>

Professional Experience and Curriculum Vitae

Tom Hardy is a design strategist with over thirty-five years of experience in brand identity, product development, corporate design management and strategy. His consulting work involves corporate brand-design infrastructure and developing brand-design strategy by incorporating proprietary Verbal-Visual Framework methodology in context of business goals, brand intent and customer perceptions.

Upon graduating from Auburn University, Mr. Hardy joined IBM as an industrial designer. He was involved in numerous products and systems, including the first IBM Personal Computer and the original IBM ThinkPad. As Corporate Director of the IBM Design Program, Mr. Hardy directed worldwide design and identity in collaboration with preeminent designers Richard Sapper and Paul Rand, while coordinating fifteen design centers in Europe, Japan and United States.

Mr. Hardy's design management and strategy work has been featured in numerous publications, including Business Week's "Hot Products" and "Cool Korea" issues, as well as The Design Management Journal and Innovation. The Rizzoli book World Design cited his IBM global design coordination while accounts of his ThinkPad effort include the books ThinkPad: A Different Shade of Blue and Management of Strategic Alliances as well as a case study published in 1994 by the London Business School. In their 25th anniversary feature, PC Magazine highlighted Mr. Hardy as an "Innovator" for his ThinkPad design direction. Two business school case studies attributing Samsung's global success in part to Mr. Hardy's brand-design strategy efforts were published in 2005 by SCMS Journal of Indian Management, Bangalore, and by Thunderbird School of Global Management.

Products from Mr. Hardy's leadership have been exhibited at The Museum of Modern Art (New York), Cooper-Hewitt National Design Museum (New York), SFMOMA (San Francisco) and Centre National d' Art et de Culture Georges Pompidou (Paris). His design work has been recognized with numerous awards including: IDSA Gold IDEA (US), Premio Smau Award (Italy), iF Design Award (Germany) and I.D. Magazine Design Review (US). He also received a prestigious USA Fellowship from The National Endowment for the Arts.

Mr. Hardy writes and lectures internationally on the subject of design and has been published by AXIS (Japan), Nikkei Design (Japan), formdiskurs (Germany), Design (Taiwan), Design Management Journal (US), Innovation (US) and Design Issues (US). In 1992 he participated as a member of former President Clinton's Transition Team Roundtable on Design and in 1993 was invited to post-Soviet Estonia by the US Information Agency to speak on the role of design in a free market economy. Mr. Hardy also serves as Adjunct Professor of Design Management at Savannah College of Art and Design.

Previous Clientele

Coca-Cola, Ford, JP Morgan, Lenovo, Lowe's, Maytag, Merck, Polaroid, Procter & Gamble, Samsung, Tupperware, Xerox

Awards and Accolades

Please kindly get in touch for more information.

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