

STEVEN W. KROETER

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PROFESSIONAL EXPERIENCE

FOCUS: Creative collaborations for cultural and commercial benefit.

DESIGNERS & BOOKS, New York, NY Founder and Editor-in-Chief

2011 – Present

Project creator for three successfully funded Kickstarter book projects: facsimile of *Visual Design in Action* by Ladislav Sutnar: 1,751 backers and 185% funded at \$146,313; *At War with War* by Seymour Chwast: 784 backers and 119% funded at \$112,754; facsimile of *The Bolted Book* by Fortunato Depero: 1,315 backers and 102% funded at \$254,971; global English rights (except US) sold to Thames & Hudson. Total funding for the three campaigns exceeded \$500,000.

Website that advocates for books as important sources of inspiration for creativity and innovation. The site includes over 200 book lists, featuring over 2,000 books, designated as formative by esteemed members of the international design community: architects, fashion designers, graphic designers, interactive designers, interior designers, landscape architects, product designers, and urban designers—and academics, critics, curators, editors, and writers. 12-month website metrics: 390,000 sessions; 290,000 users. 36,400 Twitter followers; 18,000 Mail Chimp subscribers; 14,600 Facebook likes.

Launched book fairs at Fashion Institute of Technology in Manhattan in 2012 and 2015 with leading architecture and design-book publisher exhibitors, rare and out-of-print dealers, bookstores, and speaker programs (including Donna Karan, Todd Oldham, Tod Williams, Billie Tsien, Milton Glaser, Paul Goldberger). First-ever fairs anywhere to focus on architecture and design books. Complementary on-line design book fair site launched in October of 2013.

BOOKSTARTER.NET, New York, NY Co-founder and Partner

2018 – Present

Independent consulting firm, established with David Wilk, providing “community-based marketing” services to authors and publishers. Key deliverable of connecting books to their highest potential audiences. Custom service areas include online pre-order campaigns, crowd-funding opportunity assessment, crowd-funding project management, book website strategy development, community outreach and development. Launch campaign, website coordination, and community development work resulted in Jonathan Salk’s *A New Reality* being chosen as a SXSW 2019 featured title.

BOOKSELLING WITHOUT BORDERS, New York, NY Program Coordinator

2018

One-year management term for a program that provides fellowships to U.S.-based booksellers to international book fairs (Turin, Frankfurt, and Guadalajara) to become better connected, better informed, more aware of the international book community, and better equipped to put international and diverse literature into the hands of readers. Responsible for: website launch, managing the fellowship application process with bookstores and booksellers, managing the relationship with sponsoring publishers, and media outreach. Increased applications from 90 in 2017 to 465 in 2018 (from 261 bookstores). Relationship coordination with Catapult, Europa, Graywolf, Grove Atlantic, Melville House, Milkweed, Other, Princeton University, Rutgers, Seagull, Shambhala, New, University of Chicago. Special media relationship developed with Shelf Awareness, Lit Hub, Publishers Weekly, ABA Newsletter, Publishing Perspectives.

ARCHETYPE ASSOCIATES, New York, NY
Founder and President

1983 – Present

Independent firm providing consulting services on entrepreneurial projects that combine creativity, cultural benefits, and commerce. Work ranges from business partnerships to short- and long-term consulting arrangements. The firm has served as advisor to: the Frank Lloyd Wright Foundation, Fallingwater, the Charles Rennie Mackintosh Archive at the University of Glasgow, the Museum of Modern Art, Parsons School of Design; the architects Robert A.M. Stern, Annabelle Selldorf, Robert Venturi and Denise Scott Brown, Charles Gwathmey and Robert Siegel, David Rockwell, and William McDonough. Representative assignments:

- Conceived, introduced, and for over 20 years managed a collection of home, office, and gift products based on Frank Lloyd Wright designs. Proposed the concept to Mrs. Frank Lloyd Wright. Led to a business that has delivered over \$500 million in revenues through licensees including Cassina (Italy), F. Schumacher, Tiffany, MoMA, Bulova, Yamagiwa Lighting (Japan), and Reed & Barton. Conceived and initiated contacts and process (including securing a National Endowment for the Humanities grant) that led to the Ken Burns documentary on Frank Lloyd Wright. Represented the Frank Lloyd Wright Foundation in contract and business negotiations for the largest-ever architecture exhibit in the U.S.: *MoMA's Frank Lloyd Wright: Architect*.
- For over 20 years managed architect Robert A.M. Stern's product design and licensing program. The program included 10 leading manufacturing and marketing companies active in key A&D community product categories. Also was responsible for the planning and ongoing management of the cooperative licensee marketing programs.
- Conducted opportunities inventory (with Design & Management LLC) for the world-renowned Frank Lloyd Wright site, Fallingwater, located in western Pennsylvania. The project involved an evaluation of the history and current operating principles of the site's retail store. The scope of the deliverables included identifying a new retail narrative, editing the product assortment, recommending new display strategies, and establishing traffic flow and merchandising guidelines for a major store-remodeling project.
- Coordinated key elements of strategic planning, business development, and client representation for Culture and Commerce, Inc. Client assignments included projects for Philippe Starck, Wolfgang Puck, and celebrity photographer Matthew Rolston. Established strategy, wrote copy, and managed the design of the company's website. In partnership, launched a design trend consulting service called Design Monitor that presented speakers including William McDonough, Yves Behar, Bruce Mau, and David Rockwell.
- Wrote master plan for re-launching Annabelle Selldorf's product design company, Vica, which manufactures and markets furniture, lighting, and hardware. Acting as team leader in implementing the master plan to develop new marketing initiatives, expand the customer base, and extend the scope of product offerings.
- Launched wholesale distribution program for start-up, high-end toy retailer/importer Kid O, creating a top-tier national distribution network of 180 accounts for a Swiss-designed, China-manufactured product. Achieved \$250,000 in revenues in first 18 months.

- Created first strategic plan for the Design and Management Department of Parson's School of Design. Named Chair of the department (2000-2003) to implement the strategic plan.
- Developed concept for the "Portfolio" textile collections of Aldo Rossi, Richard Meier, Denise Scott Brown, and Robert Venturi with the DesignTex division of Steelcase. Products successfully introduced nationally in 1991. Products remained in production for over 10 years.
- Developed concept (with DesignTex creative director, Susan Lyons) for "The William McDonough Collection" of environmentally intelligent (zero toxicity) textiles. Products successfully introduced nationally by DesignTex in 1995 and still in production.

PARSONS SCHOOL OF DESIGN, New York, NY **2000 – 2003**
Chair, Department of Design and Management

Chair, Chair's Council, comprised of the school's 14 department chairs (2002)

Led four-year degree program in business administration with 240 students and 40 faculty.

- Created first-ever strategic plan, re-designing the curriculum and renaming the department.
- Designed and implemented new administrative staffing structure for the department.
- Initiated first full-time faculty searches and program accreditation process.

BOOTH HANSEN & ASSOCIATES, Chicago, IL **1986 – 1988**

Innovative, award-winning full-service architecture, interior design, and planning firm founded to achieve "spirited design" based on teamwork, common purpose, connection, and ingenuity.

Vice President

As firm's first marketing manager, coordinated core business interests of the firm including strategic planning, new business development, and client relationship management. Led firm-wide team initiative that expanded proposal submission opportunities and increased submission success rate.

THE QUAKER OATS COMPANY, Chicago, IL **1984 – 1986**
Brand Manager, Quaker Oatmeal; Brand manager, New Ready-to-Eat Cereals

Lead product manager for the company's core oatmeal product with annual sales of \$100 million. Developed business plans including marketing, advertising, promotion, operations, manufacturing, quality assurance, distribution, sales, packaging, and market research.

Launched new "It's the right thing to do" advertising campaign with spokesman, Wilford Brimley. Achieved stretch profit and volume targets. Lead manager for the development of new adult and family ready-to-eat cereal concepts. Responsible for start to finish new product development process—from establishing and managing relationships with external ideation consultants to product optimization with research labs to preparing national introduction marketing plans.

RANDOM HOUSE, INC., New York, NY **1983 – 1984**
Marketing Analyst

Recruited to introduce packaged goods marketing techniques into trade book publishing business. Developed marketing plans, established sales forecasting policies, coordinated new product market research, and analyzed new business opportunities.

THE PARIS REVIEW, New York, NY
Business Manager/Executive Editor

1982 – 1983

Premier literary quarterly of fiction and poetry known for interviews with literary luminaries (e.g., Hemingway, Eliot, Faulkner) and for introducing emerging talents (e.g., Philip Roth).

GEORGE PLIMPTON, New York, NY

1982 – 1983

Business/Personal Manager (concurrent with *The Paris Review* assignment)

Hired by George Plimpton, as a result of a “cold call” written proposal, to manage both the business concerns of *The Paris Review* and also Plimpton’s personal/professional interests.

- Measurably improved financial condition of the magazine by focusing on business basics.
- Improved circulation numbers to historical highs.
- Negotiated contracts and supervised legal and financial affairs for Plimpton; managed his personal appearance schedule to maximize his income and also the marketing impact on the magazine.

NEEDHAM, HARPER & STEERS ADVERTISING, INC., Chicago, IL

1978 – 1982

Top 15 U.S. full-service advertising agency.

Account Executive

- Account assignments: account executive on Anheuser-Busch Companies, Inc.; assistant account executive on General Mills, Inc. and Anheuser-Busch Companies, Inc.
- Chaired agency committee for art acquisition for new headquarters building.

EDUCATION

MBA, marketing, University of Chicago, Chicago, IL, 1978.

BA, social sciences, University of Chicago, Chicago, IL, 1974. A.A. Stagg scholarship for academics and sports (football and basketball). Howell Murray Award for contributions to student life. Awarded general academic honors.

PUBLICATIONS

DesignObserver.com (March 2009); “Untitled by Anonymous: An Ode to Branding”

DesignObserver.com (December 2007); “Design Thinking; Muddled Thinking”

FastCompany.com (January 2005); “Parsing Pentagram: An Interview with Michael Bierut”

DESIGNnewyork: A Reference Guide to Architecture, Fashion, Graphic Design, Interior Design, and Graphic Design in Manhattan; 2003 and 2004 editions (Design Paradigm)

Design Management Journal (Summer 2002); “Toward Design Literacy in American Management:

A Strategy for MBA Programs” (with Kathleen Formosa)

Art in America (November 1982); “An Interview with Jack Tworokov”