

Knowledge  
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Partnerships

# Graduate Case Study

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# Associate Profile: Charlie Fowler

**Name:** Charlie Fowler  
**Qualifications:** BA (Hons) Furniture Design (First)  
**Current Role:** Design and Product Manager  
**Location:** Bude, Cornwall

*“KTP is a great way to fast track your career and to enhance your CV.”*

## **IN MY KTP I...**

My KTP was to re-design and update Zoeflig's passenger terminal seating furniture using the latest computer aided engineering techniques and developments in materials and manufacturing processes. A key element was to undertake detailed research into the requirements of customers/buyers/architects and conduct analysis of competitors' products and trends in aesthetics and functional requirements. This allowed me to develop a specification for a range of next generation products. I then undertook a long period of concept design development. With the design finalised, it was necessary to plan manufacture, source suppliers, commission tooling, plan production and assembly schedules, drawing and document control, and prepare promotional material for product launch and sale.

## **HIGHLIGHTS OF THE PROJECT WERE...**

For me, the highlight was creating an innovative product range and seeing it through from conception to showcasing it at large commercial events. Zoeflig's order books saw an increase in sales of approximately 15% during 2008, and the project has led to an increase of annual sales turnover of £1,000,000, due to something I had a major part in, which was a great achievement.

## **THE BEST THING ABOUT BEING A KTP ASSOCIATE IS...**

For me, the key aspect of the KTP's effectiveness is giving an individual the opportunity to step back from the day to day running and workings of a company and undertake a project essential to the strategic development of the business. My KTP project has turned what was a reactionary company into a market innovator and leader.

## **FROM KTP I HAVE LEARNT...**

I attended KTP module training courses in: managing for results, people skills, business leadership and career development, which I found very useful and allowed me to meet other Associates and become part of the KTP 'community'. Through the training and development budget, I also completed several SolidWorks courses including: Certified, Expert, COSMOS and Advanced surface modeling, which have been invaluable in my development as a designer. I have also built up a great deal of commercial knowledge and experience.

## **LIFE AFTER KTP IS...**

I have secured a permanent position with Zoeflig as its Design and Product Manager, and will be the industrial supervisor for Zoeflig's second KTP with the University of Plymouth. The project has had a massive impact on developing my skills and knowledge, and my ability to run and manage a very long and challenging project. I believe that without KTP, I would have required a number of additional years working in industry before I could successfully complete such a detailed and demanding project.

## **I WILL RECOMMEND KTP BECAUSE...**

KTP allows you to fast track your career by giving you ownership and a level of input to a project that you wouldn't be able to get otherwise. It also allows you to tap into a vast pool of expertise by working with academic and company staff, and the training budget allows you to build up your portfolio of skills.

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