



MAGNET



Manufacturing  
Extension Partnership

# Brandon Cornuke

## VP, Startup Services

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As the VP of Startup Services, Brandon Cornuke specializes in strategy development, business model design, and lean innovation.

After beginning his career as an IT strategy consultant with Hitachi's global consulting team, Brandon attended Northwestern's Kellogg School of Management. While earning his MBA, Brandon co-founded a consumer products company, Joyce Labs. Raising over half a million dollars in funding, the company launched Dry Goods, the first aerosol-based athletic body powder. Able to be applied to skin without the mess of traditional dump-on powders, Dry Goods fundamentally altered the category.

Propelled by his experience bringing a retail product to market, Brandon accepted a position at Target Corp where he led one of the retailer's largest consumer electronics businesses. This included directing the strategy for Target's half billion dollar consumer TV sales and orchestrating international negotiations to secure the company's Black Friday TV purchases.

Brandon eventually took his entrepreneurial experience and retail expertise to American Greetings where he became the Director of Digital Strategy and Innovation. There he designed and built the company's digital innovation team. By weaving lean startup techniques with traditional innovation processes, this group was able to dramatically increase its new business model experimental cycle.

Now, as the VP in charge of MAGNET's Incubation Center, Brandon leads the organization's efforts to help innovators turn manufactured product ideas into growing businesses. He also teaches MBA students as an Adjunct Professor of Design and Innovation at Case Western's Weatherhead School of Management.



## About MAGNET: The Manufacturing Advocacy and Growth Network

Our mission is to strengthen and grow manufacturing in Northeast Ohio through hands-on consulting, improving the economic vitality of our region. Our team of 40+ manufacturing experts have worked with thousands of small- to mid-size manufacturers for over 35 years. We are proud members of the Ohio Manufacturing Extension Partnership (MEP) program.

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