

#### EDUCATION:

**New York Institute of Tech.** (N.Y.I.T.) 1966-1970 (**Bach of Science in Architectural Technology**)

Courses: Strength of Material, Statics, Physics, Mechanical Engineering, Human Factors, Concrete Eng. Steel Eng. Design, Building Code, Product Specifications, Architectural Design, Business Practice, Safety in Design. **City College of New York** (C.C.N.Y) 1970-1972 ( **Bach of Architecture**, 30 credits above BS, Prof. Degree ) Courses: Building Code Compliance, Product specification, Human Factors,

Thesis Con Ed Educational facility and recreation center. David's Island, New Rochelle, NY  
Thesis Community Center, Mall, Education, Municipal Offices, Triangle Center Manhattan, NY

#### INDUSTRY Associates & Awards:

- American Institute of Architects (AIA)
- SHOP Association – Creative Counsel Committee (12 members) (Retailers, Display Manuf. Designers)
- American Bar Association – Individual Associate
- National Retail Federation (NRF) Industry Associate
- National Safety Council
- Fellowship Honorarium into the Industry Trade organization (ISP) Institute of Store Planners
- POPAI (Point of Purchase Assoc. Industry) Award in the Display Industry for Revlon Sunglass Display
- POPAI Award in the Display Industry for Foster Grant Sunglass Display
- Institute of Store Planners ( I.S.P.) Best Specialty Store Design- Loresent
- Visual Merchandise Store Design ( VMSD) Best Specialty Store Design -Curacao
- National Associates of Store Fixture Manufacturers (NASFM) Best Store Fixture Design -Successories
- Globe Award from Display Design Ideas (DDI) Magazine -best marketing at Global Shop Retail
- Industry show Treasurer of National Institute of Store Planners Organization
- **Member of Mayor Bloomberg's Adapt a Company** (911 Pro Bono for retailers in need at ground zero)
- **Corporate Counsel Magazine – 2017 Retail Expert of the Year**
- **VMSD- On Trade Board of Advisors**
- **Lawyer Monthly Magazine** – Nominated 2018 Retail Expert of the Year

**SPEAKER at Trade and Industry Shows:**

- **Subject matter:** Customer Safety, Display design and Manufacturing, Retail Safety Standards
- **NASFM-** National Associates of Store Fixture Manufacturers
- **NRF-** National Retailers Federated Association
- **ISP-** Institute of Store Planners
- **IBM-** National Sales Meeting
- **SPEC-** Chain Store Age Store Planning and Equipment Counsel
- **Walmart Regional** meeting

**Published Articles and Media:**

- Contributing Editor DDI- Display Design Ideas,, 20+ Articles on design, manuf., customer shopping
- habits VMSD- On Trade Board of Advisors
- Nominated 1 of 40 Top Industry Leaders by DDI
- Firm listed as Top 50 in the country
- Editor of the ISP Professional trade magazine
- WWD- Article published on Store Design
- Salon- Article published on Store Design
- Retail Image- International Trade Journal article published
- New York Magazine- Feature Story on NYC store design
- DDI Magazine Featured Designer article
- S.E.A.K. (A.M. Best) Podcast – Defense Attorney Advisory on Prevention of Slip and Fall Accidents (2017) Expert.com – Interview Retail Safety Expert (2017)
- The Expert Institute – Webinar on Retail SafetyRetail Environment “In-Store Risk” 3/17
- Google and Expert Blog [www.expert-retail-witness.com](http://www.expert-retail-witness.com)

**Trade Accomplishments:**

- One of six firms from 1997 to 2003 selected to present a 1000 S.F. Store of the future at Global Shop the International Retail design and display Show in McCormick Center, Chicago. Demonstrated custom new innovative design and display techniques and samples engineered prototype of futuristic displays.
- Sector Watch - Accessories
- Goody Products HBA
- Everest Communications IT Internet, Cable, Telephone
- Smiley License – Brand Licensing
- Design through Computer TechnologyAccessory Store of the Future
- Canal Jean Apparel

**Work Experience:****Bodner Products Industries 1967-1970****Position Held – Quality Control Engineer**

**Responsibilities:** In charge of inspecting government gauge plastic components to verify meeting tolerances of +/- .005" prior to and after embedding wire and lights, backlight screening, for U.S. government subcontractors, such as Sikorsky, Bendix, Boeing, GE and Philco.

**Franklin Stores: 1970 - 1975****Position Held: Director of Store Planning, Maintenance, New Store Construction**

**Responsibilities:** In charge of all new construction design and construction review.

Coordinated vendor display submittals to be placed into our stores. Worked with buyers and merchandisers to determine department size, types of displays required, graphics, store layout, and controlling the product inventory capacities on display. Responsible for 17 Shopping Center and Mass retail 60,000 S.F. Store construction and display acquisition located in the N.E. and 50 Specialty Ladies Stores 1000 S.F. to 2500 S.F. located in the S.W.

**K&M Jewelry 1975 - 1980****Position Held: Vice President of Store Design, Display Design, Retail Safety**

**Responsibilities:** Designing over 20 displays a year and manufacturing over 1500 of each to be distributed into 200 retail chains across the country. Jewelry, Hair Goods, Wallets, Scarves, and Cosmetic cases were placed on my display designs made from injection molded plastic, fabricated plastic, wood, metal both permanent and knock down (KD). Visited eight manufacturing plants to see the quality and safety of the displays that were followed in the production phase. Managed the display inventory, worked with 200 retailers to meet their display specifications and requirements. Responsible for field staff set up of displays and corrections if required to retrofit existing displays in the field.

Wood Furniture Design, tables, cabinets, seating

Metal Displays, Structural, promotional, freestanding over 50 million dollars in designed manufacturing overviewed Plastic Displays - Freestanding, Injection Molded, Extruded, promotional, Full chain rollouts

**R.N.Koch Inc. 1980 -1984****Position Held: Vice President of Store Design, Display Design, Retail Safety**

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**Wood Furniture Design**, tables, cabinets, seating  
**Metal Displays**, Structural, promotional, freestanding over 50 million dollars in designed manufacturing overviewed **Plastic Displays** - Freestanding, Injection Molded, Extruded, promotional, Full chain rollouts

**Jerry Birnbach LLC (Formerly RDD Associates Inc. / Space Store Planning) 1985 -**

**Present**

**Position Held: CEO**

**Responsibilities:** Responsible for all Store and Display Design, detailing, manufacturing coordination, client relations, new business, approvals of all staff design and details. Took the business from Zero to \$4 million dollars in sales within five years. Top 50 Retail Design firms in America according to VMSD and DDI trade magazines. The focus of the business is to serve both Retailers and Product vendors with innovative retail design and displays that will generate the volume anticipated in the business plan. Clients include the largest Forbes 100 retailers and manufactures to single location entrepreneur retail stores. Consulting in retail business and product start-up companies and address Retail Safety, graphics, packaging, merchandising and overall visual merchandising needs.

**Major Consultation Projects:**

- Walmart - Marc Eisen Ladies Apparel (all stores)
- Walmart Better Homes and Gardens, multi department (all stores) Walmart Dept. Plans, Accessories, Shoes, Kids, Infix
- Target - Isaac Mizrahi Apparel, Home, Pets (all stores)
- Target - Fiorucci Brand (all stores) XOXO - Federated, Macy's Ladies Apparel , Accessories (all stores) JC Penny's - Conair, Cuisinart (all stores)
- Ringling Bros. (all stores) Children Product
- Crayola- Home Store Factory
- The Children's Place - Prototype Large Mall Format
- St. Louis Cardinals, Busch Stadium
- Boston Celtics - Fleet Center
- Tampa Bay Lightning - Ice Palace

**Roles Performed Included:**

Manufacturing Oversight Steel, Wood, Plastic Furniture, Manufacturing, New Store Set-up, Store Construction Oversight - 36 States, Puerto Rico, Mexico, Canada, Saudi Arabia, Mall Location

Strip Center Location, Independent Free-Standing Locations, Departmental Construction within Major Retailers, Walmart, Target, Sears, CVS, Macy's Herald Square, Loehmann's, and Saks 5th Ave.

**Retail Clients over 40 years (partial list) :**

Macy's, Walmart, Kmart, Sears, JCPenney, May Co., Saks 5th Ave. Walgreens, CVS, Eckerd, Duane Reade, Pathmark, A&P, Kroger, Safeway, Ringling Bros., Crayola, Children's Place, Baby R Us, Kaybee Toys, Disney, Teletouch, Successories, Everest Communication, Bell South, Radio Shack, Canal Jean, Dor L Dor, Fleet Center Boston, Busch Stadium St. Louis, Ice Palace, Tampa Total Fitness, Omni Fitness, Boat Stores, Medical Equipment, Electronics, Ben and Jerry's interactive kiosk, Isaac Mizrahi, DKNY, Abboud, Mudd, XOXO, General Mills, Pepsi, Frito Lay, Campbell's Soup, FedEx, Spaulding, Goody Products, Conair, Cuisinart, Stanley Tools, Master, Hallmark, Foster Grant, Jewelry, Wallets, Backpacks Barbie, Route 66, Nine West, London Fog, Candies Shoe, Kathy Lee Warner Bros., Disney, Time Warner, Wilson, NYPD, NYFD, Fieldcrest, Canon, Burpee, Norman Rockwell, and First Years,

**Vendor Clients over 40 years (partial list):**

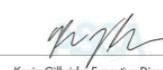
Walmart Better Homes and Gardens Jordache, Guess, Isaac Mizrahi, DKNY, Abboud, Mudd, XOXO General Mills, Pepsi, Frito Lay, Campbell's Soup, FedEx, Spaulding, Crayola, Goody Products, Conair, Cuisinart, Stanley Tools, Master, Foster Grant, Newell, Wilson, Major League Baseball, NYPD, NYFD, Smiley Licensing, No Excuses, Candies Shoes, 9 West Barbie, Disney, Warner, Nickelodeon, Marvel, Dora, Conair, Cuisinart, Olivet Luggage, Fantas Eyes, Accessory Network, ES Originals, John Deere, Norman Rockwell License, Smiley License, Sector Watch, Seiko, Armitron, Solar N More Products, Verizon, Bell South, Betsy Johnson, Big Buddha, Maidenform, and Gold Toe.



**This Certifies That**  
**JERRY BIRNBACH**  
**Has Completed The Course**  
***Ice Management Basics 101***

12/30/2021

**1 Hour of Training**

  
Kevin Gilbride, Executive Director

**This Certifies That**  
**JERRY BIRNBACH**  
**Has Completed The Course**  
***Sidewalk Maintenance 301***

12/30/2021

**1 Hour of Training**

  
Kevin Gilbride, Executive Director

**This Certifies That**  
**JERRY BIRNBACH**  
**Has Completed The Course**  
***Safety Manual 301***

12/30/2021

**1 Hour of Training**

  
Kevin Gilbride, Executive Director