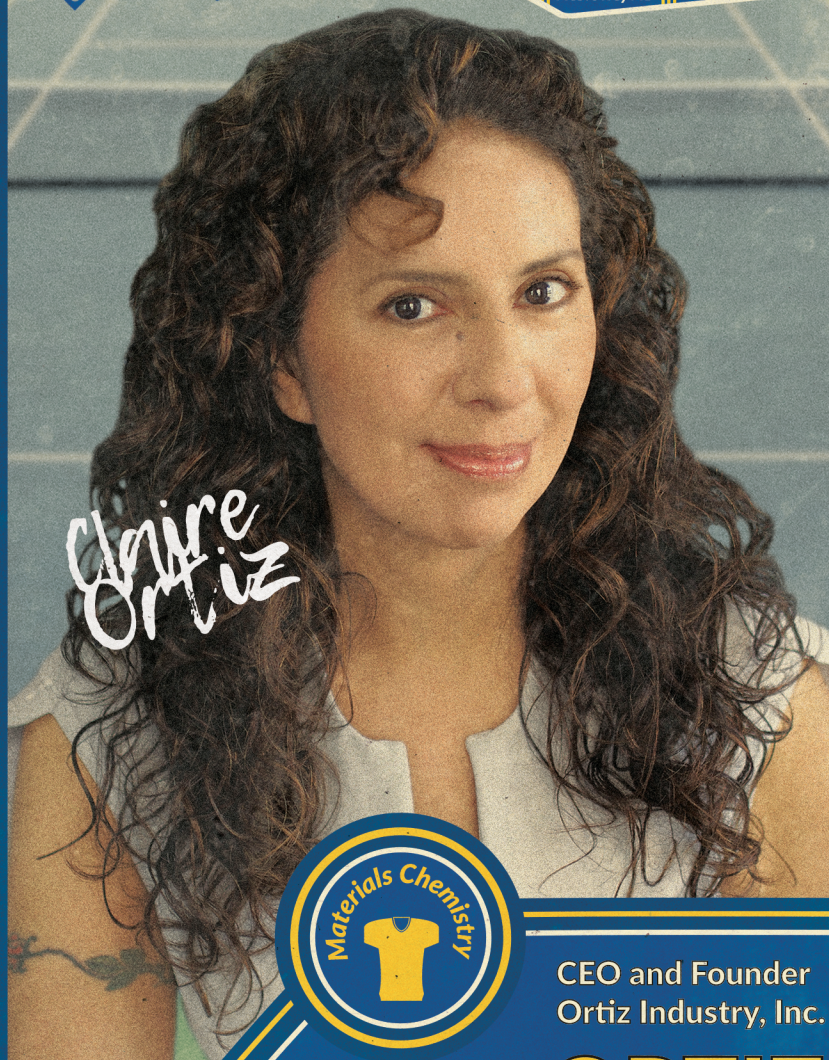




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Claire Ortiz



CEO and Founder
Ortiz Industry, Inc.

CLAIRE ORTIZ

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CLAIRE ORTIZ



POSITION: CEO and Founder of "intelligent fashion" company Ortiz Industry, Inc.

DRESS SMART: Collaborated with DuPont on the design of textiles with conductive inks to integrate sensors into clothing.

INTERESTING FACT: At Nike she was hired by Michael Jordan himself to turn Brand Jordan Apparel into a success. She took his business from \$15 million in 2000 to \$128 million in 2005.

TALKIN' CHEMISTRY

WHAT EXPERIENCES PREPARED YOU FOR YOUR JOB?

When I started in the business at 23, launching my own brand, I was forced to learn all areas of the business. Starting from the fiber and materials areas, and working up through garment engineering, design, global manufacturing, and marketing/sales. I feel my personal experiences and understanding the psychology of clothing and its role in human life is my core success factor.

WHAT DO YOUNG CHEMISTS INTERESTED IN SMART APPAREL NEED TO KNOW?

Just because you can, doesn't mean you should. That is to say, though there are brilliant ideas and chemists play a fundamental role in advancing the world of performance apparel, it doesn't mean someone wants to wear it. Therefore, it's important to know that what works in a lab, doesn't necessarily translate on the body or in the mind of the end user. What problem does it solve for the end user? Will it make him/her look good, feel good?

WHAT ARE UNMET CHALLENGES WITH SMART APPAREL THAT YOU HOPE TO SOLVE?

My goal is to create apparel products with advanced materials that are sustainable and affordable, geared toward working people worldwide. I strongly believe that the best that technology has to offer should not be only available to high level professional athletes or the wealthy. Technology should be accessible to all.

Discover more careers like Claire's!

WHAT CHEMISTS DO

BY THE AMERICAN CHEMICAL SOCIETY

The *What Chemists Do* video project profiles the careers of top chemists in a variety of disciplines. Discover your next career path or simply learn what your colleagues are up to across the bench at acs.org/whatchemistsdo.



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