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Objective

To empower companies to profit from markets of one by developing mass-customization selling, product design and production systems

Mass-Customization Skills

- **Over 20 years of experience developing collaborative mass-customization systems**
- Developed patent pending website selling systems
- Created software to automate customer unique product designs
- Developed manufacturing systems to produce unique products in a production line format
- Coding parametric toolpaths that produce bespoke products without the need for CAD or 3D modeling

Additional Skills

Web Development

- PHP, MySQL
- HTML, CSS, Bootstrap
- Java Script
- jQuery, Angular

Business

- Ecommerce
- Internet Marketing
- Accounting
- Startups

Making

- CAD/3D modeling
- Parametric design
- Welding
- CNC Router
- CNC Plasma Cutting
- Laser Cutter
- Lean Manufacturing
- Machine Building
- Composite Manufacturing
- Composite Mold Making

Mass-Customization Experience

Founder, Custom Cult Snowboards, Albuquerque, NM, 2015 – present

- Developed website that enables experts in the crowd to design products to fit their individual fans' and friends' bodies
- Two patents pending on custom product selling method
- Wrote software that skips the need for CAD engineers by generating tool path files directly from the custom product specifications provided by the website

Manufacturing Consultant, Custom Dept/Custom Development LLC, 2004-present

- Design snowboards, machines and processes that create a unique competitive advantage
- Implement mass-customization systems
- Develop systems that improve efficiency of the design and production processes

Custom Production System Developer, Wagner Skis/Ski Fitting Science LLC, Telluride, CO 2006-2008

- Production development leader from startup to complete mass-customization capabilities
- Designed and built CNC metal edge bender, other machines and jigs to work with mass-customization system
- Solved materials/manufacturing problem that saved the company over \$50K (over a single weekend)

Founder, Garage Industries/Custom Craft Snowboard Manufacturing, Gallup, NM 1997-2004

- Developed mass-customization technology to market and produce customer unique products at mass production costs
- Built machines and jigs including presses, bending machines, planer and custom woodworking machines
- Built website and optimized search results to hold the 1st or 2nd position on Google for 5+ years
- Grew business more than 100% per year

Additional Experience

FUSE Makerspace Instructor, CNM, Albuquerque, NM, 2016 – present

- Teach basic safety and operation of CNC router, laser cutter, vinyl cutter and woodworking equipment
- Teach 3D modeling and converting artwork to CNC ready files

Internet Store Owner, NativeLeather.com, 2006-present

- Business was profitable in the first month of operation and has turned a profit every month since
- Implemented systems to reduce my work down to a few minutes a day.
- Created email marketing campaigns with open rates and click through rates over 40%

Business and Manufacturing System Developer, Bona Leather, Gallup, NM, 2011 – 2015

- Made recommendations to simplify business operations and to improve inventory and accounting accuracy
- Planned, quoted and installed computer inventory management system
- Bookkeeping responsibilities for City Electric Shoe Shop and Zimmerman's Western Wear including accounts payable, accounts receivable, payroll, commissions, data management, and cash register programming
- Proficiently used Quickbooks, Excel and Word
- Created systems for handling accounting data that reduced the bookkeeping labor by 60%
- Recognized problem with crucial supplier and implemented in house manufacturing solution
- Designed and built custom manufacturing machines and software to produce traditional moccasins in 1/10th the time

Education

Deep Dive Coding Bootcamp, CNM Ingenuity 2017

Rapid Prototyping Certificate, Central New Mexico Community College, 2017

Bachelor of Science, Business Administration and Marketing, Southern New Hampshire University, 1993

Associate of Science, Business Management, New Hampshire Technical Institute, 1991

Electronic Engineering Tech, New Hampshire Technical Institute, 1989