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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, 1/15 – 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, 3/04-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 11/06-4/08

- 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 4/97-3/04

- 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 1<sup>st</sup> or 2<sup>nd</sup> position on Google for 5+ years
- Grew business more than 100% per year

## **Additional Experience**

**FUSE Makerspace Instructor**, CNM, Albuquerque, NM, 2/16 – 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](http://NativeLeather.com), 1/06-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, 9/11 – 5/15

- 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