# **Nicholas J. Steinwachs**

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**Professional Summary**

Agile and pragmatic product leader with experience from product definition and market fit through product release. Comfortable with ambiguity and stakeholder management, ready to rapidly execute and iterate plans with little direction, or lead design teams. Proven record of turning difficult situations into successes, without compromising a customer or patient focus. A skilled communicator with background in engineering, marketing, manufacturing, and sales.

**Experience**

1/2016 - 3/2016 (3 months) **Trained Genius, Inc**  San Diego, CA

*Director of Operations, Co-Founder*

* Worked with CEO to define Marketing Framework for B2C product (*Beam*).
* Wrote, produced and edited all video marketing media for Beam. Worked with CEO to refine marketing communications. Distilled core technologies and value propositions into understandable messages.
* Launched Indiegogo campaign within 4 weeks of start.
* Rapidly executed on marketing and advertising strategies to support the campaign. Quickly tested ads to better define the core market and refine ad copy.
* Early-stage startup operations, and marketing planning.

9/2013 - 1/2016 (2 years, 4 months) **Reflexion Health, Inc** San Diego, CA

*Product Analyst*

9/2013 - 11/2014 (1 year, 1 month)

* Designed processes and workflows in Atlassian Jira and Confluence. Administrated these issue tracking and collaboration tools.
* Migrated to a self-hosted solution of Jira and Confluence to fulfill product and software design process requirements.
* Worked with product team to design the Vera Patient Application for Unity.
* Worked with product team to design the Clinician Web Application.
* Performed User Testing on all products with patients and clinicians. Informed further design

*Operations Lead*

11/2014 - 4/2015 (5 months)

* Led effort to bring a Vera Integrated Kit Solution from prototype to small-scale production within 4 months. Worked with Chief of Product to design the Kit, considering usability, cost, manufacturability, maintainability, and tight time constraints. Kits were successfully delivered and installed on-time, with very little inventory surplus, despite significant initial demand variability.
* Worked with a domestic contract manufacturer to adjust the design of the kit for additional requirements, and improve quality. Oversaw initial production runs to ensure quality of Kit build. Negotiated with CM to meet tight budgetary constraints. Reported to CEO.
* Developed original SOPs and Technical Procedures to encompass the full Kit Lifecycle, including manufacturing, quality assurance, shipping and logistics, patient home kit installations and removals, internet connectivity kit maintenance and troubleshooting, and kit recycling.
* Worked with distributors to ensure patient kit installations were performed successfully while simultaneously developing and optimizing standard processes, and ensuring they were communicated to all parties involved in logistics and support.

*Operations Manager*

4/2015 - Present (5 months)

* Worked with VP, Finance to develop localized and scalable distribution and installation operation of Vera Integrated Kit solutions in Jacksonville, FL. **Outcome**: Jacksonville operation largely autonomous with little oversight, operating within budget.
* Oversaw the redesign of the delivery system for Microsoft Kinect-based software to patients’ homes. Led Day 1 design sprint with key stakeholders. **Defined design goals:** Reduction of hardware manufacturing and assembly costs and number of shipping pieces and weight that will enable centralized distribution.
* Worked with developers to design a custom Inventory Management System - web-based application with Salesforce backend that enabled non-tech-savvy technicians and installers to schedule patient visits, allocate inventory, and view or update patient demographics and notes. **Outcome**: Improved internal service design, and a highly automated inventory management system

8/2011 - 8/2012 (1 year experience) **NS Visual, LLC** Worcester, MA

*Owner*

* Founded Media production company specializing in promotion and advertizing.
* Wrote, shot, and edited numerous short promotional and informational videos.
* Profitable within 6 months.

2/2007 - 6/2012 (5.4 years experience) **Babcock Power Inc.** Worcester, MA

*Engineer I (Coal-fired Boiler Environmental Control Systems)*

2/2008 - 6/2012

* Leading I&C Engineer on two Selective Catalytic Reduction (SCR) projects, and $68m Wet Flue Gas Desulfurization project (Startup Winter 2013). Responsibilities: Logic Design based on past projects, Instrument Lists, IO Lists, Instrument requisitioning based on specification, electrical equipment review, instrument locations and installations.
* Leading I&C Engineer on six SCR Proposals, and one WFGD upgrade proposal.
* Developing Design Standards for SCR Systems. SAMA logic diagrams based on past projects.
* Managed and administrated P&ID information database. Developed and maintained queries for lists and other deliverables.

*Associate Engineer (Coal-fired Boiler Environmental Control Systems)*

2/2007 - 2/2008

* Details Upon Request

**Software Familiarity:**

* Adept with all parts of Adobe’s audio/visual production workflow.
* Administration of Atlassian products (Jira, Confluence, etc)
* All the usual documentation excel/word-like programs (Google docs or MS)

**Education**

2002-2006 - Clarkson University: B.S., Electrical Engineering, Concentration in Communications & Signal Processing