# **Nicholas J. Steinwachs**

Nick.Steinwachs@gmail.com

755 Cordova St., San Diego, CA 92107

(585)210-0454

**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, Founding Team Member*

* Joined 1 month following major product pivot from B2B to B2C.
* Identified the need product market requirements and product definition. Worked with CEO to refine product-market fit and marketing communications. Tested and validated MarCom with focus groups and friends. Defined and validated product pricing with direct sales.
* Identified the need for marketing framework and plan. Worked with CEO to formulate short-term, tightly-budget-constrained plain for social media marketing. Created copy and media for Facebook marketing ads. Analyzed and leveraged results and conversion data to refine copy and ad media to maximize ROI. Attained clickthrough and conversion rates that maintained > 20% profit margin on Indiegogo campaign.
* Wrote, produced and edited all video marketing media for Beam.
* Launched Indiegogo campaign within 4 weeks of start.

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

*Product Analyst*

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

* Software requirements and design descriptions were out-of-date. Re-organized and re-wrote SRS and SDDs from scratch to reflect latest product versions. SRS and SDD later submitted to FDA for clearance (and was accepted).
* Project management process and procedures were inefficient and cumbersome. Designed processes and workflows in Atlassian Jira and Confluence to support better project and issue tracking and controls. Worked with developers to refine and optimize these flows.
* Administrated the migration to a self-hosted instance of Jira and Confluence to fulfill product and software design process requirements.
* First version of Vera Patient Application on Gamebryo engine was not scalable. Worked with product and engineering teams fully redesign the Vera Patient Application for Unity game engine, including all UI, screens, and flows.
* Clinician application, used to view patient data and change their therapy plans, was a native Windows application. Worked with product and engineering teams to design the Clinician Web Application, including user flows, UI, data visualizations.
* Redesigned products were untested. Recruited participants (including clinicians) for user testing on all products, and performed usability tests. Validated usability of current designs and informed further designs and features.
* Responsible for all product user testing. Performed A-B, multivariate, and general usability testing, identified key features to test, identified pain points, and summarized results to inform further design and development.

*Operations Lead*

11/2014 - 4/2015 (5 months)

* Software lacked integrated hardware solution for deployment to patient homes or demonstrations. 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 to new, high-profile customers (Cleveland Clinic)
* Kit needed better quality control, durability, and maintainability. 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.
* Production, maintenance, and deployment of kits was undefined. 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.
* simultaneously developing and optimizing standard processes, and ensuring they were communicated to all parties involved in logistics and support.
* Installations were being performed by Reflexion personnel. Partnered with local HME distributors to facilitate patient kit installations. Reduced costs and freed clinical resources.

*Operations Manager*

4/2015 - 3/2016 (5 months)

* High demand variability led to confusion regarding production planning and budgeting for storage and installer labor. Developed Excel-based kit demand modelling tool to forecast kit inventory levels under numerous conditions (both installation frequency and length was variable, and user-selectable within parameters).
* Kit size necessitated local distribution center. Gained stakeholder consensus on plan of action. Worked with VP, Finance to develop localized and scalable distribution and installation operation of Vera Integrated Kit solutions in Jacksonville, FL. Operation largely autonomous, required little oversight, and operated within budget.
* To eliminate the need for localized distribution operations for all new customers, a new kit was necessary. Led Day 1 design sprint with key stakeholders. Identified industrial design firms for project, solicited proposals to determine best option for the work. Oversaw the redesign of the hardware delivery system for Microsoft Kinect-based software to patients’ homes.
* Non-tech-savvy technicians and installers needed to schedule patient visits, allocate inventory, and view or update patient demographics and notes. Worked with developers to design a custom Inventory Management System - web-based application with Salesforce backend. Improved internal service design, and a largely-automated inventory management system was the result.

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