



Timothy Reed

231.218.3252 Tim@timothyreed.net Grand Haven MI

Profile

Dynamic, **hands-on** leader with 15+ years of experience driving results in high-pressure environments—from managing drilling operations in the *North Dakota Bakken* to building and **scaling multiple successful startups**. I combine resilience, technical acumen, and *entrepreneurial vision* to lead teams, solve complex problems, and **drive innovation**. Recognized for transforming challenges into **growth opportunities**, I'm now seeking to apply my operational and creative strengths to a company looking to expand into new markets with unconventional, **forward-thinking leadership**.

Core Competencies

Strategic Leadership • Operations & Logistics • Product Development • Market Expansion
• Supply Chain Design • Brand Strategy • Digital Transformation • Full-Stack Development
• Data-Driven Decision Making • Cross-Functional Team Leadership • Process Optimization • AI-Driven Innovation

Professional Experience

FOUNDER- HALAULA HAWAIIAN SHAVE ICE / PIER PEDDLER | 2017 - PRESENT

- Founded and scaled a Hawaiian Shave Ice business from a single food truck to multiple high-traffic locations, serving hundreds of thousands of customers per season.
- Bootstrapped the business while working 98+ hours a week in -50°F oilfield conditions, demonstrating extraordinary resilience and dedication.
- Built the company's supply chain from scratch, established workflows, and created scalable SOPs to support rapid growth.
- Led marketing initiatives resulting in national recognition and media features on Fox News and other outlets.
- Applied oilfield logistics expertise to streamline operations and reduce downtime, optimizing performance during high-demand periods.

OILFIELD LEADERSHIP - PRECISION DRILLING/TRUE DRILLING | 2009 - PRESENT

- Led crews in extreme environments across the Bakken Formation, executing high-pressure drilling campaigns.
- Maintained zero-incident safety record and implemented process improvements that reduced downtime by double digits.
- Collaborated with engineers to solve complex operational challenges with data-driven precision and real-time decision-making.
- Developed leadership, crisis management, and strategic planning skills directly transferable to tech operations and innovation management.

FOUNDER - GREAT OUTDOOR PRODUCTS LLC | 2012 - 2015

- Launched and manufactured the innovative Z360 Tree Stand and introduced a new model for branding and distributing outdoor products nationwide.
- Directed long-term strategic planning, brand identity, marketing, and operational management.
- Built a scalable infrastructure that supported multiple product lines and drove national distribution.
- Negotiated a successful private acquisition in 2015, achieving a profitable exit for stakeholders.

BRAND & UX LEAD - GFT FOREX ("FOREX.COM") | 2008 - 2009

- Led creation of standardized brand and design guidelines across multiple web portals and trading platforms.
- Unified user experience and visual identity across applications, strengthening brand trust and user retention.
- Partnered with cross-functional teams in marketing, design, and engineering to align brand message with business strategy.
- Drove adoption of consistent design language across global teams and customer touchpoints.

SENIOR MARKETING DIRECTOR - JOHNNY ADVERTISING | 2006 - 2007

- Designed and executed statewide advertising campaigns for diverse clients.

- Reimagined ad and sales materials to modernize brand presentation and enhance client market performance.
- Established creative standards and marketing frameworks that improved efficiency and campaign impact.

MULTIMEDIA DESIGNER / WEB DEVELOPER | 2005 - 2008

- Founded and led the web development department; established standards and workflows for project delivery.
- Oversaw full-stack development, DevOps, and design of high-performance websites.
- Delivered integrated digital solutions combining design, functionality, and user experience.

GRAPHIC DESIGNER & INSTALLATION SPECIALIST - PERMALETTER SIGN COMPANY | 2003 - 2005

- Designed and installed custom vinyl graphics and signage for commercial clients.
- Managed design, production, and installation processes to ensure quality and precision.

Education & Professional Development

- **IBM DATA SCIENCE PROFESSIONAL CERTIFICATE** - IBM / COURSERA *(IN PROGRESS)*
- **AI ENGINEERING SPECIALIZATION** - IBM / DEEPLARNING.AI *(IN PROGRESS)*
- **PETROLEUM ENGINEERING WITH AI APPLICATIONS** - UDEMY *(IN PROGRESS)*
- **FULL-STACK DEVELOPMENT CERTIFICATION** - IBM / COURSERA *(IN PROGRESS)*
- **KENDALL COLLEGE OF ART AND DESIGN** (2006-2009)

Media & Recognition

- **FEATURED ON FOX NEWS, ABC, AND MULTIPLE PRINT PUBLICATIONS FOR BUSINESS INNOVATION AND COMMUNITY IMPACT.**
- **RECOGNIZED FOR DEVELOPING SCALABLE, CUSTOMER-FOCUSED OPERATIONS IN EMERGING MARKETS.**

Technical Skills

HTML • CSS • JAVASCRIPT • REACT • PYTHON • SQL • GIT • UI/UX DESIGN • ADOBE CREATIVE SUITE • WORKFLOW AUTOMATION • AI & DATA ANALYTICS (FOUNDATIONAL)