

**STARTUP STRATEGIST | DISRUPTIVE THINKER:** Multitalented executive known for introducing process improvements that optimize results.

**PROFILE:** Transformational, purpose-driven leader accomplished in improving talent and education, elevating student success, and maximizing performance. Thought leader known for energizing students with contagious enthusiasm; committed to making each learner feel valued and engaged. Entrepreneurial self-starter with game-changing approach to product launch and commercialization and expertise in seed/government funding. History of shifting perceptions by redefining what's possible. Passion for training/developing people and empowering teams to outperform. Adept at cultivating partnerships with diverse stakeholders.

**Established Multiple PM Professional Certificate Programs | Designed Revolutionary, Purpose-Driven Products | Obtained \$1M+ in Grants & Seed Funding | Upheld 75%+ Patent/Trademark Award Rate | Won 13 Prestigious Awards and \$80K+ in Prizes**

## CORE COMPETENCIES

Entrepreneurship | Corporate Innovation | Prototyping/Product Development | Mentoring | Content Creation | Strategic Project Management | Development Strategies | Negotiation | Client Relationships | Grant & Seed Funding | Learning Strategy Business Scaling | Startup Ecosystem Optimization | Project Logistics | Forming Strategic Alliances | Business Development | Process Improvement | E-Learning | Needs Assessment | Empowering Teams to Outperform | Patents & Trademarking | Executive Coaching

## PROFESSIONAL EXPERIENCE

**Nasoni, LLC ([www.nasoni.com](http://www.nasoni.com)), Suffolk, VA**

07/2015 to Present

### President / CEO

Built and scaled a small business that delivers award-winning, patented fountain faucets and water filters on a full-time basis since October 2018. Produce comprehensive business plans encompassing value propositions, product roadmaps, revenue models, marketing strategies, fundraising concepts, traction generation tactics, and technical execution plans. Oversee new product development, packaging, branding, sales, marketing, digital content creation, website design, photography, operations, warehousing, and shipping. Cultivate and leverage strong relationships with business partners, stakeholders, and clients to better negotiate contracts, provide change management, and perform due diligence.



**Amiable Strategic Influence:** Lead and motivate cross-functional team of PhDs, senior personnel, and global contract/freelance workers to peak performance levels. Supervise 25 virtual consultants. Serve as Chairman of the Board of Directors (BOD), chairing monthly meetings for Board of Managers (investors) to share vision and performance metrics, and to secure buy-in for future initiatives.

- **Obtained \$1M+ in grants and angel seed funding. Secured \$259,015 SBIR Phase I Grant** from National Institutes of Health (NIH), which has a nationwide applicant reward rate of only 13%.



**Revolutionary, Award-Winning Products:** Conduct production reviews, mitigate engineering roadblocks, manage research and design (R&D) efforts, and perform onsite/overseas inspections. Travel to China for pre-production approvals; review prototypes and manufacturing process. Optimize delivery lifecycle by continually refining procedures.

- **Pushed the envelope to create a unique faucet with superior design/functionality** that uses only a fraction of the water of modern, conventional faucets.
- **Upheld 75%+ patent/trademark award rate, securing 10 patents and trademarks in the United States and China**, including rarely issued animated motion mark issued by USPTO. Devised high-impact intellectual property (IP) strategy.
- **Obtained 6 GREEN certifications and additional plumbing certifications** after successfully navigating rigorous US and Canadian certification processes. Certified products for sale in North America (US, Canada, and Mexico).
- **Lowered acquisition costs 50% while optimizing manufacturing quality and inbound shipping** by building strong supplier base and global strategic partnerships in Israel, Spain, Switzerland, and China.
- **Maximized value and minimized risk** by designing new 15-step product development process.



**Access H2O™:** Serve as Principal Investigator for \$259K+ NIH SBIR Phase I grant efforts to steer cross-functional group of 14 PhDs/experts to develop game-changing product designed to enable quadriplegics to live more independently. Oversee product design, human factors engineering, prototyping, electrical, mechanical, and clinical teams. Utilize Notion software to enhance communications among team members, sponsors, and other stakeholders. Identify, negotiate, and contract groundbreaking technology suppliers.

- **Opened new funding stream** by winning 3 additional government/state grants.
- **Performed in-depth research, interviewing 100+ customers** to enhance user experience and drive growth.



**Global Brand Visibility:** Ideate strategic marketing communications (marcom) and world-class product launches. Manage website and all social media presence on Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest. Write blog updates, produce product videos, promote brand at tradeshow, and deliver unique water conservation magic show to attract trade show booth attention.

- **Ensured optimal customer experience at every touchpoint** by creating Marketing Quadfecta™ customer engagement lifecycle.



Received 13 prestigious awards and \$80K+ in prize money from Better Business Bureau (BBB), Lux Life Magazine, International Design Awards, Architecture MasterPrize, Fast Company World Changing Ideas, The Chicago Athenaeum, Spark Design Awards, My Cool Inventions, Hampton Roads, Tech.Co, Old Dominion University Center, and confidential (unaired) television show.

- Achieved 100% 5-star customer feedback rating from 34 reviews and counting.
- Positioned Nasoni as startup thought leader in the industry.

Reed Integration, Inc. ([www.reedintegration.com](http://www.reedintegration.com)), Suffolk, VA

06/2007 to 09/2018

#### Vice President (VP)

Reported directly to President/CEO at this professional services startup providing business development, acquisition, systems engineering, and program/project management certification training and services/solutions. Defined best practices, designed corporate policies/procedures, and trained managers. Influenced new product development by researching market trends and competitive intelligence.



**Next-Level Business Development:** Opened opportunities through high-profile networking and relationship-building. Leveraged alliances to successfully negotiate in well-regulated industry. Crafted winning, multimillion-dollar government proposals.

- Doubled corporate revenue by landing \$4.2M contract with the Naval Research Laboratory.
- Opened new office in Washington, DC. Built 6-member staff and negotiated office lease.
- Instituted balanced scorecard approach to guide strategic planning.



**Innovative, Popular Training:** Developed impactful lessons for Fortune 500 companies, complete with tailored learning solutions. Measured impact/effectiveness of learning solutions through student and instructor course evaluations. Fine-tuned course materials as needed.

- Established company's 144-hour Professional Certificate in Project Management program with higher education institutions.
- Received high praise from students in course evaluations; frequently cited as a trusted and engaging subject-matter expert (SME).
- Generated \$10K+/month after creating Success Sheets, a line of certification training aids sold on Amazon worldwide.



Played key leadership role in company achievements, including:

- Growing from \$0 to a multimillion-dollar business.
- Ranking on the Inc. 5000 for the fastest-growing companies in America for 4 consecutive years, positioning as high as #997.
- Earning industry respect as a thought leader in the risk management space.

Northrop Grumman Newport News, Newport News, VA

01/2003 to 05/2007

#### Senior Information Technology (IT) Project Manager (PM)

Directed implementation of large-scale technology projects. Prioritized projects based on return-on-investment (ROI) and deep-dive gap analysis. Achieved significant cost reductions with lean methodologies. Identified and led key areas for process improvement. Ensured complete CMMI compliance despite major logistical challenges. Coached and mentored junior project managers.

- Saved 1.2K in labor hours and reduced rework 70% by refining painting process for Aircraft Carrier Island. Lowered costs by \$500K+ and realized significant performance improvements after challenging corporate consensus, moving engineering past the fear of risk in drastically changing window design.
- Slashed \$4M in annual expenses through strategic project management. Maintained perfect record of 100% on-time, on-budget project deliveries while boosting operational efficiency year-over-year (YoY).
- Tapped as 1 of 12 employees – selected out of 18K companywide – to launch new Systems Engineering Department and develop corporate systems engineering processes.
- Saved \$6M+ by deploying enterprise resource planning (ERP) solution. Increased material availability, shrank procurement lead-times, and reduced discrepancies in material receipts while meticulously tracking project budgets.
- Successfully closed \$10M in failed .NET IT project and captured lessons learned for future use.
- Increased customer satisfaction 20% by making the user experience (UX) top priority.
- Received critical acclaim enterprise-wide for developing company's risk management process, recognized as industry best practice. Worked with NASA's Goddard Space Flight Center to teach process to hundreds of NNS/Navy leaders/engineers.
- Won Niels Christianson Craftsmanship Award. Finalist for the President's Model of Excellence Award.
- Improved speed/accuracy by steering implementation of innovative supply chain ecommerce tracking solution.



**Past success as a Risk Manager** for Aircraft Carrier Programs, mitigating risk for \$200M programs. Developed and delivered training for 600 employees at all levels of management/engineering. Provided innovative offsite training sessions. Developed revolutionary 2-phase risk approach for \$550M Lockheed Martin CVN 77 integrated warfare system subcontract.

## TEACHING EXPERIENCE

### Florida Institute of Technology, Fort Eustis, VA

??/2002 to ??/2005

#### Professor, Graduate Program

Recruited to develop and teach 16-week Mgt 5090 Practicum for Project Management and Mgt 5088 Project and Program Risk Management to 50+ graduate students. Produced all course materials and tests, which were 100% adopted without revision.

- **Invited as speaker for the 2002 graduating class**, delivering speech titled "Attitude." Developed inspirational laminated cards for each of the graduating students.

### University of California at Irvine, Newport News, VA

01/2005 to 05/2008

#### Lead Instructor / Program Manager

Implemented first-ever integrated approach to project management training for Northrop Grumman Newport News' 20K+ employees. Proposed and created 8-course, 182-hour Project Management Certificate program that was quickly recognized as new gold standard and adopted across departments. Recruited, screened, hired, and managed 6 course instructors, and taught 2 of the courses.

- **Opened tuition reimbursement and graduate credit opportunities**, and oversaw enrollment of 200+ learners.

## EDUCATION & CREDENTIALS

#### Master of Business Administration (MBA)

Florida Institute of Technology (FIT)  
*Magna Cum Laude*

#### Associate of Applied Science (AAS), Mechanical Engineering Technology

Thomas Nelson Community College, Hampton, VA  
*Magna Cum Laude*

#### Bachelor of Business Administration (BBA)

Saint Leo University, Hampton, VA  
*Magna Cum Laude*

#### Rigging Apprenticeship Graduate, Advanced Technical Education Curriculum (A-TEC)

Newport News Shipbuilding Apprentice School, Newport News, VA  
*Niels Christiansen Craftsmanship Award / Magna Cum Laude*

- **Certified Project Management Professional (PMP)**, Project Management Institute (PMI)
- **Certified Competent Toastmaster (CTM)**, Toastmasters International
- **Certified Six Sigma Green Belt**, Northrop Grumman IT
- **Certified Continuous Risk Management (CRM) Instructor**, NASA Goddard

## LOCAL ASSOCIATIONS

#### Founding Member, International Council on Systems Engineering (INCOSE), Hampton Roads Area Chapter

- **Former President:** Led chapter to win President's Award for Best INCOSE Chapter and 2 consecutive Gold Circle Awards. Orchestrated industry-leading seminars, tutorials, events, and workshops for up to 500 attendees, including extremely successful Symposium on Risk Management, Seminar on Software, and Seminar on Metrics.

#### Founding Member, Project Management Institute (PMI), Hampton Roads

- **Former Vice President, Special Projects:** Established Hampton Roads Project-of-the-Year Award program. Produced highly successful 1-day tutorials taught by prominent PM industry experts.

#### Member, Toastmasters, Peninsula Chapter

- **Former Vice President of Marketing:** Developed new chapter website and produced quarterly chapter newsletter.

## PRESENTATIONS & TECH SKILLS

**Presentations:** "The Innovator's Dilemma," Your Next Stop (YNS) Podcast with Juliet Hahn, 10/2022; "Underrepresented Entrepreneurs," Tech Center for NASA Tech Transfer, 08/2021; "Tech Talks: Reinventing the Faucet," Tech Center Research, 03/2021; "How Businesses Launch, Test, and Bring New Products to Market," Salem Middle School to 120 Honor Students, 02/2020; "Keynote Speech," NASA Langley's Speakers Bureau Recognition Event, 05/2003

**Technical Summary:** Proficient in Microsoft Office, Microsoft Project, Notion, Canva, Notion, Final Cut Pro, iMovie, Entrepreneur Operating System (EOS), Trello, Basecamp. Experienced finding and hiring top global freelancers through Fiverr and Upwork.