

I am excited to present my vision and capabilities for leading the digital transformation initiatives for the Limitless Lab course and community. With over two decades of experience in driving technological innovation, and visionary in the ed-tech sector, I bring a track record of deploying advanced technologies that enhance learning outcomes and operational efficiencies.

In 2017 I was a speaker at the Johns Hopkins Applied Physics Lab that provided me a platform to forecast the significant shifts anticipated in education due to emerging technologies. My insights from nearly a decade ago have now become the cornerstone of advanced educational models, which I have designed, developed, and build for others in the *coaching* & IP . These experiences have equipped me with the unique expertise necessary to lead the digital strategy for the Limitless Lab course, ensuring it remains at the forefront of educational excellence.

As the founder & CEO of Dash Digital, I spearhead the development of an AI-driven educational platform, which significantly enhances personalized learning experiences. My role involves the strategic oversight and also the hands-on management of product development from inception to market launch. This initiative underlined my ability to not only envision innovative solutions but also to execute complex projects that align with strategic business and educational objectives.

The opportunity to leverage these experiences for the Limitless Lab course is both an exciting and natural alignment of my career trajectory with the evolving needs of modern education. I am eager to introduce cutting-edge technologies such as machine learning and predictive analytics to refine the course structure, enhance participant engagement, and ultimately, maximize educational impacts.

My approach is holistic and forward-thinking, ensuring that the digital solutions implemented meet real-world problems, driven by educational & societal trends, and are adaptable to future advancements. This strategy guarantees long-term value to your investment, positioning the Limitless Lab course as a leader in educational innovation.

I am committed to applying my extensive knowledge and innovative mindset to help shape the next generation of educational models through the Limitless Lab course and community. I look forward to potentially partnering with you to revolutionize educational practices and create outstanding value for all stakeholders involved.

Thank you for considering my vision and proposal. I am enthusiastic about the possibility of contributing to this transformative project and eager to deliver solutions that will redefine educational paradigms.

Josef Reed - Curriculum Vitae

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Lakeland, FL

PROFESSIONAL SUMMARY

Forward-focused leader offering 20+ years of experience in hands-on and strategic roles across a variety of industries. History of success in developing innovative strategies, conducting robust data analysis, and supporting high-growth companies to scale and drive revenue. Demonstrated expertise in building effective teams, mentoring internal team members, and encouraging an inclusive work environment.

Taking a product from a napkin drawing to seeing it come to fruition is amazing to me. I am the very definition of the words Engineer, Entrepreneur, Educator, and Philanthropist. I specialize in making the impossible possible. My entire career has revolved around being in roles that require me to think for myself in the most expeditious manner. I am always prepared to address the angles, risks, or roadblocks that projects encounter. Always be prepared with Plan B.

- Instrumental in the creation of three, five, and 10-year technology roadmaps for several organizations, many centered on wireless/connected product lines, telematics, and IoT.
- Set up several advisory boards and provided technical consultation for global clients including McLaren Motorsports, iAV, Coherix, Peiker, ATS Automation, Tecvox, Takata, Inalfa, Mahle, Pretti, Phoenix Coaches, and Oh-Real! Orlando.
- Speaker at multiple public events which include the Future Technology Summit at Johns Hopkins Applied Physics Lab.

SKILLS AND EXPERTISE

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|-----------------------|--------------------------------|----------------------------|
| • Product Development | • Product Management | • Building Effective Teams |
| • Strategy Creation | • Process Optimization | • Technical Acumen |
| • Customer Obsession | • Market/Trend Analysis | • Product Engineering |
| • Systems Engineering | • Business Development | • Start-Up Organizations |
| • Project Management | • Patenting Process | • CPG Industry |
| • Product Market Fit | • Manufacturing & Distribution | • Continuous Improvement |

PROFESSIONAL EXPERIENCE

Ayan Wellness – Lakeland, FL

Aug 2021 – April 2023

Managing Partner

Executive leader and founder of a wellness clinic centered in downtown Lakeland, FL. Manage a team of employees along with several part-time team members in addition to leading all efforts related to community engagement, financial management, and daily operations. Ensure compliance with regulatory/medical standards for all provided services which include nutritional IV drips, medical marijuana evaluations and ketamine services for mental health support, and aesthetic procedures for blemish, scarring, antiaging efforts, mental health, and wellness goals.

- Played a lead role in mitigating various operational barriers which included the COVID-19 pandemic and various weather (hurricane) delays.

John Deere – Thibodaux, LA

July 2019 – Dec 2020

Sr. Product and Systems Engineer

- Responsible for electrical system design to support new vehicle programs, new technology and automation programs as well as continuous improvement to vehicle architecture and control system updates
- Lead a team that is responsible for developing the electrical system specifications, component requirements and selection, harness design and production design solution as well as lead and direct all root cause analysis for electrical components
- Coordinate, develop, design and work closely with software teams to integrate hardware, controls and software solutions for sugar cane harvesting equipment and data collection systems
- Specifies sub system requirements for vehicle automation feature/functions for current and future equipment projects and leads the development and validation plans for these subsystems
- Produces and evaluates possible product improvement and design solutions to improve cost, quality, reliability and performance

Madréal Solutions – Remote

May 2013 – Jan 2020

Co-Founder/Advisor

Founder of a successful consulting business that provides managerial, strategy, and technical/scientific consulting services to global clients. Connected with and hired freelance consultants when needed to support projects in addition to handling all daily operations including finance/accounting and marketing.

- Successfully raise investment funds for clients at different stages including angel, seed, venture capital, and PE.
- Provided services on projects centered in AgTech, food/CPG, business operational efficiencies, SaaS & Software, creating patented products with reliable repeatable processes and IP. Market Research, Strategy, Planning, Execution
- Work closely with economic development teams of state/federal politicians on international business growth & treaties. International business growth, contract and treaty negotiations, international organizational development

Access Sentry – Des Moines, IA

Aug 2016 – May 2018

Interim CEO

Led all strategic and daily operations for a successful organization that was founded in 1990 and had over \$5.5MM in annual revenue.

- Oversaw a team of 7 direct team members in addition to providing support to various customers within the security system industry.
- Outlined and documented the organization's long-term goals and vision, created innovative operational processes, and identified opportunities to consistently increase operational productivity and revenue.
- Built rapport with internal stakeholders including the head of HR and Chief Financial Officer which improved overall cohesion and reduced operational risk in all key areas.

Embitel Technologies – Germany/India

June 2015 – Nov 2015

Business Development and Design Team Leader

Provided business development strategies and system design/architecture leadership for the Product Engineering groups.

Projects Included:

- Automotive: Car HUD (Heads Up Display Built for Android on i.MX6 Platform, Infotainment, AUTOSAR, In-Vehicle Networking, Vehicle Diagnostics)
- IoT: Connected Car, Smart Home, IoT Services
- Embedded Controls: General Embedded Services (Hardware/Firmware Design, Protocol Stacks and Connectivity Solutions, HMI/UI/UC, Verification and Validation (V&V)), Model Based Development, ISO 26262/Functional Safety
- Mobility: Automotive and Industrial Automation

Navico – Tulsa, OK

Aug 2014 – Feb 2015

Telematics Systems Engineer (Consultant)

Served as Lead Systems Engineer for North America Research & Development Division.

- Functioned as Organizational Technical Expert for GoFree Brand and Navico's new Telematics, IoT, product line.
- Designed Marine Vessel Electronic Systems, GPS-based guidance systems, telematics, communications systems, including J1939 (NMEA 2000) based CAN networks, Ethernet, WiFi, Bluetooth, Zigbee.
- Led cross functional team to define protocol for vessel-to-cloud communications and OTA (Over the Air) security requirements.
- Managed software release strategies in support of testing.
- Researched and analyzed existing and new telematics technologies to recommend new features and future developments. Created 3, 5, and 10-year technology roadmap for new to the industry IoT, telematics, and wireless/"connected" product line(s).

Garmin International – Olathe, KS

June 2011 – Apr 2013

Senior Systems Engineer, Consumer Marine Division

Delivered management, mentoring and consultation on all phases of complex technology projects.

- Elicited requirements using interviews, document analysis, storyboards, surveys, use cases, scenarios, event lists, business analysis, competitive product analysis, task and workflow analysis.
- Participated in hardware/software development reviews and inspections of requirements documents created by peers, assuring current technology trends, user interface/HMI, and safety concerns were prominent.
- Served on the development team for Garmin's requirements engineering policies, procedures, processes and tools.
- Developed R&D Strategy and Roadmap for Future Connected Vessel Program including but not limit to, cross-platform integration of Heads-Up Display / K2 Infotainment Systems to Marine Products.
- Created, authored, and managed new product development through entire lifecycle of products (conceptualize, preliminary, detail, production, utilization, disposal) / (plan, analysis, design, implement, maintain).
- Managed international design and development teams in Taiwan, UK, and Switzerland.
- Mentored junior personnel on systems engineering and lifecycle methodologies, cross-divisional team development and management.
- Worked closely with team members to conduct and manage gap analysis (product/segment/positioning), risk analysis, ROI analysis, requirements analysis, critical path analysis, QA analysis, and SWOT analysis.
- Operated as key member of weekly Engineering Board, bi-weekly Segment Board, and monthly Executive Board.
- Provided consultation to regular B2B contacts at various Marine Vessel OEM locations.

Systems Engineering Consultant

Roles include Systems Engineer, Lead Systems Engineer, Lead RF Systems Engineer, Head of Engineering, and Proposal Manager.

- Performed systems design, integration, and testing for simulation environments to global military customers/clients.
- Conducted site surveys & RF analyses of discrete customer locations.
- Designed RF network using Commercial Off the Shelf (COTS) as well as in-house developed products at the 802.11, 802.15, and 802.16 IEEE standards.
- Consulted on systems analysis with customers to identify and specify requirements, develop overall functional/systems requirements and specifications, define systems scope and objectives, ensure the integration of all systems components, and plan systems implementation.
- Conducted systems development including requirements analysis/decomp/allocation, compliance, assessment, gap analysis, functional/logical/physical architectures, model-centric design, and use cases.
- Authored, developed and managed multiple CDRL items including Systems Engineering Management Plan (SEMP), Project Management Plan (PMP), Requirements Traceability Matrix (RTM), Master Test Plan (MTP), and Statement of Work (SOW).
- Managed proposals, contract negotiations, pricing with knowledge of Truth in Negotiations Act (TINA), Defense Federal Acquisition Regulation (DFAR), and Fair and Reasonable (FAR) practices.
- Wrote proposals, captured contracts, systems designs, and managed programs that developed new product lines.
- Researched new business opportunities and wrote Management, Technical, Cost volumes for various proposals.
- Managed Matrix Team Development utilizing MBTI for CONUS & OCUNUS project engineering teams.
- Responsible for leadership, scope, schedule, cost estimation, personnel forecasting, milestones and dependencies.

United Space Alliance (NASA) – Kennedy Space Center, FL

Aug 2004 – Sept 2006

Electrical Systems Engineer II

- Prepared and delivered manifest schedules, proposals, presentations, and reporting.
- Handled preparation and integration of manifest schedules with the overall mission manifest and subcontractor production schedules.
- Created and coordinated quick-turn-around Field Engineering Changes (FECs) and Urgent Engineering Change Proposals.
- Developed and delivered numerous presentations to Space Shuttle Program decision makers including top USA Executives, Persons of Congress, NASA & Government Officials including NASA Root Cause Analysis, Mishap Investigation, Team Development through MBTI techniques
- Acquired knowledge of requirements definition, design, fabrication and testing of space launch vehicle structures, system components and associated ground support equipment.
- Employed uplink and downlink calculations for LEO and GEO systems, as well as tracking of space flight vehicles into low earth orbit.
- Delivered on-site system integration, reporting, management of groups of sub-contractors and vendors on Ku-Band, C-Band, DBS Band systems.

MC3 Software – Space Coast, FL

Mar 2000 – July 2004

Chief Operating Officer

- Led organization through R&D start-up and into full operations while expanding business markets.
- Demonstrated, focus, drive, and tenacity to take company from start up to \$10M peak revenue.
- Spearheaded organizational design, personnel recruitment & development of workforce from 0 to 35
- Conducted contract negotiations and closings for commercial transport, local and state governmental residence, and aerospace/defense industries.
- Developed company strategy for entering markets, launching product development, integration and implementation.
- Oversaw on-target profit and loss management.

US Navy – Global

Dec 1995 - Aug 1999

Avionics Electronics Technician (AT3)

- Maintained equipment readiness at 100% for all avionic systems of eight Sikorsky H60 helicopters
- Diagnosed and isolated malfunctions in electronic systems using schematics, blueprints, and appropriate test equipment (voltmeters, oscilloscopes, signal analyzers, network analyzers, etc.).
- Performed troubleshooting, repair, field changes, and modifications of military communications, navigations, infrared detection, sonar, radar, laser, missile control, fiber optic, digital computer, electronics systems.
- Squadron Shop Supervisor of plane captains, landing signalmen, flight line and line shack generalists

EDUCATION

Master's Degree, Engineering Management – University of Florida Masters (DNF)

Bachelor's Degree, Electrical Engineering – RF & Satellite Communication – University of Central Florida

Systems Engineering Certificate – California Institute of Technology

Entrepreneurship/Marketing Certificate – University of Iowa

Aviation Electronics Technician – United States Navy, HH60H Sikorsky Helicopters