

STEVEN MOORE

North Logan, UT • 435-770-3896 • steve@moorewatermanagement.com

Professional Summary

Results-driven landscape irrigation technology professional with a proven track record in delivering sustainable water management solutions. Recognized for fostering customer loyalty and retention through a hands-on, proactive approach. Ready to bring 30 years of extensive experience to drive success and innovation.

Passionate • Dedicated • Honest • Loyal • Hardworking • Visionary

Skills

- Automated weather-based irrigation control
- Landscape water management
- Weather station network management
- Product management
- Business development and growth
- Cloud-based data systems for environmental measurements
- Customer success
- Sales management
- M2M Cellular data service
- Construction estimating
- Project management
- Irrigation design
- Educator

Work History

Founder 03/2024 to present | **Moore Water Management** – North Logan, UT

- Irrigation consulting
- Advanced smart irrigation control system commissioning, management, training & support
- Irrigation efficiency audits
- Asset mapping

Client Success Manager & Product Manager 01/2018 to 10/2023 | **Campbell Scientific** – Logan, UT

- Launched cellular data service for M2M applications
- Supported cloud-based SaaS offerings
- Engaged with clients to assure a successful experience with Campbell Scientific
- Maintained high level of understanding regarding industry trends, compliance, and competitor activity
- Reached out to accounts regularly to check on needs, understanding business operations and offer services
- Identified business development challenges and customer concerns for proactive resolution

Founder and CEO 06/2001 to 01/2020 | **Irrisoft Inc, a Campbell Scientific Company** – Logan, UT

- Developed Weather Reach, an advanced automated landscape irrigation control system which included control devices and weather station network management software, ultimately sold to Smart Rain Inc.
- Managed a network of over 700 weather stations providing automated control saving billions of gallons of water
- Developed software for water managers and job-cost estimators
- Developed strong partnerships with other businesses to allow for collaboration and more significant opportunities for growth

- Handled customer relations issues, enabling quick resolution and client satisfaction
- Our largest customer was a private label agreement with the Rain Bird Company

Irrigation Department Manager 04/1988 to 06/2001 | Mountain States Supply, Inc

- Resolved customer issues quickly to close deals and boost client satisfaction
- Customer service was top priority: sales, quotes, product training and troubleshooting
- Irrigation systems design consultant to Landscape Architects and irrigation designers
- Developed educational programs for contractors, designers, and maintenance technicians
- Managed Irrigation products, purchasing, and inventory management of \$3 Million per year to maintain optimal stock levels
- Communicated with managers of other departments to maintain transparency
- Managed inventory and receiving operations to maintain optimal stock levels and meet expected demands
- Designed irrigation systems
- Taught irrigation courses

Landscape Construction Estimator & Project Manager 06/1980 to 04/1988 | Millcreek Gardens, Inc

- Prepared quotes and take-offs for commercial, golf & residential landscape construction projects
- Negotiated and managed construction contracts
- Managed construction crews

Education

Bachelor of Landscape Architecture | Utah State University - Logan, UT

Accomplishments

- Working in the Landscape and Irrigation industry for thirty-two years, I find great enjoyment in problem solving: the process of understanding the problem, bringing people and products together to arrive at a solution
- I have a passion for efficient use of water and always look for ways to better design and manage irrigation systems and then work toward teaching others to utilize new technologies
- President of the Utah Irrigation Association
- Committees
 - State of Utah Governor's Water Conservation Team
 - ASABE / Irrigation Association SWAT Test Protocol Committee - The test is used by 3rd-party labs to certify smart irrigation controllers may be labeled WaterSense, an EPA water conservation program
 - President of the Utah Irrigation Association
 - Product Chairman for ARID - Rain Bird Maxicom distributor council
 - Advisory board for the Center for Water Efficient Landscapes at Utah State University.
- Hobbies
 - Bicycling, gardening, camping, sailing, hiking, home improvements, woodworking, genealogy, and computers