

Tod Cordill

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Professional Experience

Successful leader and team player with solid technical and business background accomplished in all phases of planning, developing, launching and manufacturing products. Industry experience spans packaged software, internet services, and manufacturing.

Product Management & Marketing

- Expanded company's product portfolio by defining market opportunities for new products. Worked with customers, sales and development to define market requirements, product specifications, and multi-release product plans.
- Created detailed financial analyses for new product line decision making. Determined profitability and return on investment for life of products utilizing "high/expected/low" revenue scenarios. Analyses include market share, sales and margins, and both capital and recurring expenses.
- Defined strategy and requirements for fast paced project to release an internet based collaboration service. Developed multi-release product plan and worked closely with marketing communications team to develop product messaging.
- Primary sales and technical contact for two automotive OEM customers. Daily communication and extensive travel to customer facilities in Japan, South Korea, and the US. Developed new product proposals and negotiated technical specifications, pricing, lead times, and service contracts.
- Advocate in the successful acquisition of three companies that expanded company's product line. Recommended acquisition targets and developed product strategies and financial projections. Pitched the proposals to acquired company principals and facilitated integration of new employees.
- Numerous primary and secondary market research studies resulted in strategic and product decision making. Conducted numerous internet based surveys with response rates as high as 20%. Directed market research firm to develop and implement customer research. Interviewed existing and potential customers to determine new product and business opportunities.

Operations & Engineering Management

- P&L responsibility for a cross-functional engineering, quality and manufacturing team. Managed 20+ employees responsible for all business processes required to design and manufacture automotive OEM products.
- Managed product and manufacturing process engineering teams, as well as production planning, quality control, and machining and assembly personnel and processes.
- Forecast and managed \$4 million capital & expense budgets.
- Took over leadership of a troubled product team and turned it around, profitably increasing sales from less than \$1 million to over \$4 million annually.
- Developed, trained, implemented, and audited ISO 9000 compliant processes both internally and at supplier facilities.
- Successfully implemented Toyota Production System (TPS) lean manufacturing concepts internally and with suppliers. Increased product quality while reducing overtime, scrap, raw materials, WIP and finished goods inventories. Enabled profitability to be maintained with wildly fluctuating customer orders.
- Supplier management activities included negotiating pricing, quality contracts, and tooling costs. Selected suppliers, audited manufacturing processes and quality plans, and recommended process improvements.
- Project management experience includes mechanical and software engineering projects, new product introduction, and quality improvement projects.

Engineering & Design

- Web design and development utilizing client/server architecture. Experience with HTML, CSS, Javascript, AJAX, mySQL design and implementation, and PHP and ASP server scripting. Tools include Adobe Dreamweaver and Dojo toolkit.
- Detailed functional and user interface design for packaged software product. Member of seven person cross functional team that that defined product vision and architecture for the company's flagship mechanical design software.
- Mechanical design of innovative sheet metal system frame. First prototype was fabricated in 40% of the time and at 50% the cost of the welded frame it replaced.
- Provided direction and leadership to technical publications department to develop product manuals and training materials. Trained customers, application engineers, and technical writers at several locations in North America and Europe.
- Developed and introduced into production several electro-mechanical sub-systems of company's microelectronics laser trimming systems.
- Developed software tool utilizing Mechanical CAD software APIs that automated laser beam path design. Design iteration time decreased from 20 to 4 hours while being more accurate, permitting design optimization that led to significant quality and performance improvements.

History

Sole Proprietor, Portland, Oregon

Various Roles (2007 - 2009) Designed & developed web 2.0 application and web sites for local businesses and non-profit groups.

S/V Capaz, Pacific Ocean

Captain (2005 - 2007) Sailed family yacht to New Zealand and back to U.S. with wife and two sons.

Autodesk, Tualatin, Oregon

Product Manager (2000 - 2003)

Product Designer (1992 - 1994)

Warn Industries, Milwaukie, Oregon

OEM International Team Leader (1994 - 1996)

Senior Design Engineer (1992 - 1994)

Electro Scientific Industries (ESI)

Mechanical Design Engineer (1985 - 1991)

Education

MBA: Portland State University, Portland, Oregon (1991)

B.S. Mechanical Engineering: Cal Poly, San Luis Obispo, CA (1985)

Professional Development:

Pragmatic Product Management seminars, Toyota Production System (JIT/kanban/lean manufacturing), Human Computer Interaction graduate course, Conducting Business in Japan, Negotiating Skills, Quality Function Deployment (QFD), ISO 9000 Auditing, Supplier Quality Management, Statistical Process Control (SPC), Failure Mode and Effects Analysis (FMEA), Project Management