

Dennis Storz

WEBSITE

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Skills

Executive, entrepreneur, leader, engineer, designer, strategist, researcher, maker, mentor, and artist with experience building companies and managing teams to create a diverse portfolio of technologies, brands and products.

Experience

2017-2019

INDEPENDENT OWNER Allbright & Lockwood Santa Fe NM

Owner and hands on operator/manager providing design consulting services, expert product knowledge, and a compelling showroom of architectural products and finishes. A&L primarily serves architects, interior design professionals, builders and consumers.

2016-2017

ENTREPRENEUR in RESIDENCE and VP of PRODUCT DEVELOPMENT Target (Crucible Brands) Sunnyvale and San Francisco

As a part of the Target Entrepreneur in Residence program, we created Crucible Brands. Our mission was to create new independent products and brands.

- Developed brand frameworks for multiple brand ideas.
- Established processes and built a team taking a startup-like approach to quickly build and test product, brand, and business ideas.
- Identified and retained contractors and consultants to quickly fill in critical skill gaps in the Crucible team.
- Established development plans and budgets for all programs.
- Developed business plans and strategy content for executive level funding pitches.

2010-2016

CHIEF INNOVATION OFFICER **Speck Design** Palo Alto and San Francisco CA

As Chief Innovation Officer, I combined a user centered design approach with an understanding of technology, trends, design and engineering to optimize client solutions.

Originally hired to establish and grow the data and telecommunications business; transitioned to Director of Engineering, then COO and CINO. The insights, design and engineering teams reported to me.

- Key member of the acquisition/transition management team as Speck was purchased by Future Brands in 2016.
- As COO, managed all operational aspects of the company including P&L responsibility.
- Executive sales team member.
- Shifted the company emphasis from engineering centric to user centered design centric.
- Created proposal templates, tools and approval procedures.
- Developed project budgeting and estimating tools.
- Hiring, staffing and management of all creative and engineering staff.
- Established project management infrastructure.
- Client relationships and sales, proposal writing, budgeting, estimating.
- Established metrics for project quality and profitability.

2009-2010

PRINCIPAL **Dennis Storz Consulting** Portland OR

As an independent design and engineering consultant, I generated sales of projects and programs and collaborated with other independent designers, researchers and engineers to create a virtual design agency. I also worked with clients to develop organizational and infrastructure plans. Primary clients were Logitech (consumer electronics) and Zeon Corp (point of sale signage).

2006-2008

DIRECTOR of HW ENGINEERING **Lightfleet Corp.** Camas WA

Responsible for the design, engineering and testing of Lightfleet's first commercial system - a high density blade server including new blade design (CPU, memory and I/O), power, mechanical, industrial design and regulatory compliance.

- Developed the physical architecture of the system
- Hired a team of mechanical and electrical engineers
- Qualified and managed a large number of key suppliers, contractors and consultants.
- Infrastructure development as Lightfleet moved out of "garage shop" mode.

1994-2006

DIRECTOR of HW ENGINEERING nCUBE/C-Cor Beaverton OR

Responsible for all of C-COR/nCUBE's video server hardware development including new ASIC development, intelligent I/O, motherboard, power, mechanical and industrial design.

- Consolidated product lines and developing a roadmap for next generation video server architecture.
- Managed the successful consolidation of hardware design groups - a team of mechanical, electrical and mass storage engineers.
- Developed the architecture of a networked server concept vs. the previous bladed approach requiring the development of a new server including packaging, power, industrial design, thermal, EMI/RFI, and mass storage.
- Developed new outsourcing relationships to speed up design cycle times.
- Established infrastructure and standards for design and testing including CAD tools and lab equipment.

1983-1993

MECHANICAL DESIGN ENGINEER Sequent Computer Systems Beaverton OR

Mechanical Design Engineer for Sequent's first three generations of computer systems which included multiple classes of SMP products. Sequent was acquired by IBM in 1994.

Education

Portland State University

Pacific NW College of Art

Marylhurst University

Monterey Peninsula College

Missouri Southern State College

Fine Art, Illustration, Video production, Mathematics, Engineering, Design, Business Information Systems, Economics, Architectural and Interior Design, Drama