Steve R. Carlson

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An accomplished IT Leader with extensive experience in startup/product enablement, engineering and development management, sales engineering, highly regulated environments (Fed, GovED, Healthcare, CBD and Cannabis), emerging technologies and how to get it all to work together. **I will not represent products that will not sell!!!** Please look at my web page at http://www.stevecarlson3.com to learn more about me!

Skills

- Comprehensive Technical Knowledge
- Sales Engineering / Product Engineering
- Development and Operations Teams

- Highly regulated technology and strategy
- Security, compliance, and governance
- Large and small team management

Experience

10/2021 – CURRENT

Director of IT / Starwest Botanicals Inc., Sacramento CA

- Brought on by Equity Group to modernize Starwest Botanicals through IT innovation
- Complete revamp of IT Infrastructure with a Cloud First approach
- Operational IT projects include Warehouse Management and automation, ERP upgrade and modernization (Syspro, Translution), Lab Information Management System (LIMS - Sample Master) , Quality Management Systems (QMS - Unipoint - Tracegains)
- Implementation of formal technology Project Management processes and tools
- Complete revamp of eCommerce strategy and technology platform (BigCommerce)
- Developing and implementing consolidated reporting and analytics platforms (Power BI, Looker)
- Implementation of formal Product Management and Sales processes and tools
- Revamp data security processes and procedures as well as systems and management

10/2017 – 10/2021

Chief Technology Officer / Buddies Brand Inc., Henderson NV, Seattle WA, Portland OR, Redding CA, Los Angeles CA

- Joined Buddies Brand at under $500k in annual revenue as the first non-founder Executive. Buddies Brand is a leading brand in WA, OR, and CA at $60MM and growing rapidly.
- Lead efforts to document, trademark, and patent unique Buddies Brand assets. Inventor on process patents.
- Implemented completely new Finance, Manufacturing, Sales, Inventory, Fulfillment, Communications, Web, Security, Compliance, Marketing, and e-Commerce platforms
- Developed and implemented consolidated reporting and analytics platforms (Python, Power BI)
- Evaluated, developed, and deployed a consolidated ERP suite based on direct ERP implementation experience (Oracle, SAP, Microsoft Dynamics)
- Implemented IT Project and Portfolio management platforms and Integrated data analytics into Product Management

03/2017 – 10/2017
Chief Product Officer / Licorne Technologies, Boston MA
- Partnered with several large Cannabis groups to develop a custom Seed-to-Sale software suite
- After deep market research, pivoted to create the Cannabis Industry's first Integration Platform as a Service (iPAAS) called **AJA Flow**
- Based on strategic placement of data management, developed a unique offering for analytics and reporting
- Certified METRC Integrator in Colorado, Oregon, and California
- Successfully deployed to integrate partner acquisition targets in Colorado, Oregon, and Massachusetts

03/2016 – 03/2017
Chief Technology Officer / MedicFP - VerifyID, Hollywood FL
- Worked with existing Founders and the development team to transform the technology idea into a product
- Documented and filed appropriate Trademarks and Patents (existing patent for biometric identification)
- Established a Security and Compliance team (HIPAA, HITRUST CSF)
- Established a Project Management team concentrating on Customer deployment and implementation
- Helped secure over $12MM in additional funding for the project.
- Intimately involved in the negotiation and signing of their first large deployment contract at $60MM.

9/2015 – 3/2016
Chief Technology Officer / Armor Technology Group, Dallas TX
- Founded Armor Technology Group a Virtual Startup Incubator for Regulated Projects with 4 partners who had retired early from Verizon Enterprise
- Raised over $12MM in seed money for existing opportunities

03/2010 – 09/2015
Sales Engineering Director - Public Sector Principal Engineer / Verizon, Rancho Cordova CA
- Managed a team of highly skilled sales engineers that supported a National SLED footprint. Product support included all strategic services (Cloud, Colocation, Managed Hosting and Application Management) and sales engineering support for the Government and Education Channels Organization.
- Leading the technical resource team supporting government contracts / purchasing vehicles for Verizon

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Education

1998
Information Systems, BS / UC Davis - University of Phoenix
CONTINUING EDUCATION:

Activities

- ITIL Intermediate Certification
- Six-Sigma formal training

- Inactive DOD Security Clearance - Secret
- Traditional Chinese Kung Fu – 3rd Degree Black Sash