

Steve Rogers

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JOB OBJECTIVE

Principle engineering position for a high growth company producing leading edge products or services.

EDUCATION

1981 - Bachelor of Science - Henderson State University
Major-Physics, Minors-Math & Computer Science.

EXPERIENCE

Sr. Project Engineer (8/4/03 to Present)

Snap-On Equipment, Conway, AR

Products: Computerized automotive suspension alignment, collision repair, diagnostic systems, computerized tire balancing machines, and other non-electronic garage equipment.

Engineering Manager - Electronics Group: Select and direct design of all technical content for alignment and collision repair products worldwide. Also work as lead electronics design engineer on all major projects.

Actively using the following design skills:

- Digital system circuit design; DSP and processor systems, high speed, low noise, sensor based data acquisition systems
- Analog circuit design; low noise, ultra accurate sensor design using image sensors, photo detectors, ultrasonics, MEMS accelerometers, etc.
- Communications systems design; Wired and wireless systems design including Ethernet, USB, Bluetooth, custom infrared systems, etc.
- Firmware development; Various processors (ARM9, H8, 9S08, 8051, MSP430, TMS320DM642, etc), DSP algorithms (image processing, sensor data analysis, filters, etc.), Custom Bluetooth HCI Stack, Custom RTOS.
- PC Software development; Visual C/C++ and Visual Basic.

Vice President Product Development; (11/02 to 8/1/03)

InTheAirNet, Irvine, CA

Products: Custom in-flight entertainment, Airborne Satellite TV, mobile data communications, and servers specializing in streaming audio and video on demand for commercial and business aircraft.

New high growth company based on technically innovative products.

- Direct staff of highly innovative engineers.
- Overall project / program director over simultaneous multi-million dollar product design and development projects in the demanding aircraft industry.
- Sales and marketing responsibility for server product family.
- Implemented previously non-existent Engineering Department processes with goal to achieve ISO/AS certification within one year.
- Responsible for implementing common components, documents, and processes across multiple companies within corporate group.

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Vice President Sales and Marketing; (8/01 to 11/02)

Audio International(Division of DeCrane Aircraft), N. Little Rock AR

Products: Custom in-flight entertainment and cabin management system for private and business aircraft.

Direct Sales, Marketing, System Engineering, Product Management and Technical Publication departments.

- Responsible for \$25M+ in revenue
- Created plan and managed development of first ever Ethernet connected total entertainment system based on streaming media.
- Created first-ever sales plan by customer and by product line.
- Revamped advertising and marketing plans to target new sales plan.
- Established and directed a Product Council to set direction and coordinate Engineering resources for all products.
- Managed System Engineering; established standard product offerings.
- Responsible for negotiating several multi-million dollar contracts.
- Created concept and managed contract R&D groups to develop high tech IP based products.
- Established key high-level relationships with customers and suppliers.

Vice President of Engineering; (2/99 to 8/01)

Audio International(Division of DeCrane Aircraft

Responsible for over 50 Electrical, Mechanical, Software Engineers and \$7M+ budget. Products developed include:

- High-end audio/video source and distribution system (including audio and video on demand systems).
- Custom designed digital cabin management system controlling lights, seats and environment with touch screens and custom designed switch panels.
- Custom in-flight office LAN with Internet access.
- Custom MPEG-2 Audio/Video distribution system based on TCP/IP.
- Established procedures leading to ISO-9000 certification.
- Key change agent in migrating to an E-business type business model.
- Established design reviews, cost accounting, design for manufacturing and more stringent design standards.

Chief Electronics Engineer & Sr. Staff Engineer; (1/94 to 2/99)

John Bean Company, A Division of Snap-On Tools Inc. (Previously FMC)

Products: Computerized automotive suspension alignment and diagnostic systems, computerized tire balancing machines, and other non-electronic garage equipment.

Responsible for all electronic technical content of John Bean shop equipment and managed international team of Software Engineers for the Worldwide Snap-On Under-Car Group.

- Set design standards and methodologies of all Electrical Engineers.
- Established development methodology for Software Engineers worldwide.
- Developed Snap-On Integration Standards for shop connectivity.
- High profile technical contact for international customer accounts
- Research of new software technologies and techniques (including Web based systems).
- Key member of corporate E-business team resulting in Snap-On Inc. being named to Information Week's first-ever E-Business 100 as an innovative leader in the use of Internet technologies for E-commerce initiatives.

Sr. Project Engineer (5/86 to 1/94) - John Bean Company

Senior Design Engineer- Computer Aid Manufacturing, (6/81 to 5/86) - Motorola

Issued Patents

US Patent #	Patent Title
5,054,918	Light System for Measurement of Orientation and Physical Features of a Workpiece
5,103,595	Apparatus and Method for Reducing Vibration Characteristics in a Wheel Rim and Tire Assembly
5,109,715	Location Designator for Wheel Service Machines
5,201,224	Apparatus and Method for Sensing Unbalance Force and Location through Frequency Modulation
5,208,646	Wheel Alignment System
5,220,399	Wide Angle Wheel Alignment System
5,307,279	Self Diagnostic Wheel Balancer
5,385,045	Tire Changing and Balancing Machine
5,592,383	Wheel Aligner Cordless Communications Unit
5,602,733	Automotive Service Equipment Expert System
5,734,569	Computer interface board for electronic automotive vehicle service equipment
5,999,867	Computer interface board for electronic automotive vehicle service equipment
6,085,428	Hands free automotive service system
6,282,469	Computerized automotive service equipment using multipoint serial link data transmission protocols
6,285,932	Computerized automotive service system (Internet connected)
6,405,111	System and method for distributed computer automotive service equipment
6,560,516	Method for conducting vehicle diagnostic analyses using distributed structure
6,564,128	System and method for distributed computer automotive service equipment
6,826,532	Hands free automotive service system
6,859,699	Network-based method and system for distributing data
7,307,737	Three-dimensional (3D) measuring with multiple reference frames
7,313,869	Vehicle wheel alignment system and methodology

Various other issued European Patents as wells several pending patents