

JOE GRIEBEL

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Executive Summary

Versatile product builder, with 15+ years of progressive experience spanning CPG physical products, regulated medical devices, and scale-up manufacturing. Proven track record driving full-lifecycle NPD from concept to \$100M+ DTC and retail commercialization. Accomplished player/coach combining deep technical fluency in product design, formulation QC, and regulatory compliance with sharp commercial instincts that drive speed to market and maximize margin performance.

Professional Experience

SUNDAY Boulder, CO

Director, Physical Product | Nov 2021 – Present

- **Executive R&D & Product Leadership:** Directs full lifecycle product development from concept to commercialization. Leads a team of engineers and high-level ICs in packaging design, hardware development, and formula Quality Control. Drove product roadmap execution that has supported *10X revenue increases over the last 5 years*.
- **Mass Retail Commercialization & Scale:** Developed the retail portfolio to scale retail presence from *\$0 to \$25M+ nationwide distribution* in Costco, Walmart, Target, Home Depot, Ace, and PetSmart. Spearheaded a custom bottle redesign that resulted in *doubling on-shelf velocities* and winning Costco in-line placement.
- **Formulation QC & Regulatory Systems:** Established Sunday's formula QC program from scratch; led the team responsible for vendor scorecards/SCARs, root cause analysis/CAPAs, document control, lot tracking/batch auditing, and natural & accelerated aged shelf life testing across fertilizer, herbicide, and pesticide lines. Coordinates with internal science and regulatory teams to drive new formula innovation within a highly regulated environment.
- **Capital Management & Supply Chain Resilience:** Oversees P&L and CapEx budgets for all tooling and packaging/filling lines. Leads the cross-functional Working Capital Initiative charged with: *reducing Days Inventory Hand (DIH) by 100 days, lowering off-peak inventory by \$2M, improving forecast accuracy by 10%, and capturing \$1M in COGS savings*.
- **Vendor Management:** Serves as the primary vendor liaison for all 3P production lines. Works directly with vendor chemists and line operators to ensure formula stability, product specifications, and quality standards are met.
- **AI-Augmented Quality & Governance:** Architected custom AI workflows to OCR and audit handwritten batch records against formula specs in real time. Automated cross-functional project management activities – translating Slack messages into an interactive and auto-updating .html dashboard with KPI meters, task monitoring, and timeline mapping.

Senior Product Designer | Jul 2020 – Nov 2021

- **Product Innovation:** Led complete structural redesign of DTC outbound shipment strategy, generating *\$2M+ in annual savings*. Developed a novel, automated liquid fertilizer delivery system (*Patent: US20260101837A1*)
- **Agile/Scrum Phase-Gate Implementation:** Deployed PDLM phase-gate frameworks and Scrum methodologies across cross-functional teams to accelerate time to market.

PHILIPS (IGTD) Colorado Springs, CO

Sr. R&D Engineer / Interim Project Manager | May 2018 – July 2020

- **Project Mgmt. in FDA-Regulated Environment:** Directed cross-functional product development of a laser atherectomy device through design validation and regulatory submission. Transitioned a team spanning R&D, Quality, Manufacturing, Sourcing, Regulatory, and Clinical Affairs from traditional PM strategies to SCRUM/Agile methodology.
- **Industrial Design and IP Innovation:** Led handle and catheter decoupling design from concept through human factors testing and design validation. Replaced 3rd-party design consultants by bringing industrial design in-house, saving **\$100K+ per quarter** while maintaining strict medical device design control compliance. Invented a 3-state Tuohy valve mechanism enabling laser translation within a sealed, fluid-filled catheter (**Patent: WO2020049143A1**).
- **Design for Manufacture:** Completed DFM activities and manufacturing site visits to ensure injection-molded components met tight tolerance and quality specifications.

MIND ROCKET Colorado Springs, CO

Principal Design Engineer | May 2011 – May 2018

- **Design Consulting and Client Management:** Served as team lead on over 25 external product design projects across consumer products, medical devices, and military hardware. Responsible for translating client needs, crafting proposals, and maintaining project budgets.
- **Early-Stage Medical Device R&D:** Collaborated directly with surgeons to design, prototype, and test innovative medical solutions including: nerve block catheters, laser tissue fusion devices, and bone cement delivery systems (**Patent: US20140358188A1**). Guided laser medical devices through early R&D, feasibility analyses, prototyping, and two successful IACUC-approved animal trials.
- **Commercialization & Crowdfunding:** Managed design, marketing, and sales operations for internal consumer product projects, including the Sleep Shepherd sleep tracking device. Ran a successful crowdfunding campaign, raising **~\$1M in a month**.
- **Global Manufacturing & Quality Control:** Implemented large-scale QC protocols and design-for-manufacture (DFM) standards for mass-produced injection-molded components in Taiwan, China.

Education

Master of Science (MS) in Mechanical Engineering (GPA: 3.94) | University of Colorado Colorado Springs

Thesis: *Numerical and Experimental Modeling of Heat Transfer in a Homogenous Material Due to Laser Irradiation*

Bachelor of Science (BS) in Mechanical Engineering (GPA: 3.94) | University of Colorado Colorado Springs

Graduated #1 in College of Engineering | Outstanding Graduate Award Recipient | El Pomar Scholar
Minors: Aerospace, Math, Leadership