



Timothy Reed

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Profile

Dynamic, **hands-on** leader with 15+ years of experience driving results in high-pressure environments—from managing drilling operations in the *North Dakota Bakken* to building and **scaling multiple successful startups**. I combine resilience, technical acumen, and *entrepreneurial vision* to lead teams, solve complex problems, and **drive innovation**. Recognized for transforming challenges into **growth opportunities**, I'm now seeking to apply my operational and creative strengths to a company looking to expand into new markets with unconventional, **forward-thinking leadership**.

Core Competencies

Strategic Leadership • Operations & Logistics • Product Development • Market Expansion
• Supply Chain Design • Brand Strategy • Digital Transformation • Full-Stack Development
• Data-Driven Decision Making • Cross-Functional Team Leadership • Process
Optimization • AI-Driven Innovation

Professional Experience

DRILLER / OPERATIONS LEAD - PRECISION DRILLING/TRUE DRILLING | 2009 - PRESENT

- Commanded day-to-day operations of a multimillion-dollar drilling rig—functioning as the on-site leader and decision-maker for all crew activities and safety initiatives.
- Directed and motivated cross-functional teams of up to 15 personnel in high-risk, high-performance environments, maintaining zero-incident safety culture and operational discipline.
- Acted as the “captain of the rig,” ensuring all projects adhered to engineering standards, environmental regulations, and production goals under extreme time and pressure constraints.
- Led shift handovers, pre-job planning, and performance reviews to align teams on priorities and maintain communication across all operational levels.

TECHNICAL & STRATEGIC EXECUTION

- Operated advanced drilling control systems, monitored performance metrics, and made real-time data-driven decisions to ensure efficiency, safety, and well integrity.
- Coordinated with engineers, geologists, and logistics managers to translate complex drilling programs into actionable, on-site execution plans.
- Managed workflow optimization, troubleshooting, and rapid problem-solving in dynamic and unpredictable environments.
- Maintained accountability for operational uptime, cost efficiency, and quality control across all stages of drilling activity.

LEADERSHIP IMPACT

- Built a reputation for calm leadership, sharp judgment, and the ability to make critical decisions with incomplete data under high-pressure conditions.
- Fostered a culture of continuous improvement, mentorship, and team development, resulting in stronger crew performance and reduced turnover.
- Trusted to lead multi-million-dollar operations with full operational autonomy and responsibility for both people and equipment.

FOUNDER- HALAULA HAWAIIAN SHAVE ICE / PIER PEDDLER | 2017 - PRESENT

- Founded and scaled a Hawaiian Shave Ice business from a single food truck to multiple high-traffic locations, serving hundreds of thousands of customers per season.
- Bootstrapped the business while working 98+ hours a week in -50°F oilfield conditions, demonstrating extraordinary resilience and dedication.
- Built the company's supply chain from scratch, established workflows, and created scalable SOPs to support rapid growth.
- Led marketing initiatives resulting in local recognition and media features on Fox News and other outlets.
- Applied oilfield logistics expertise to streamline operations and reduce downtime, optimizing performance during high-demand periods.

FOUNDER - GREAT OUTDOOR PRODUCTS LLC | 2012 - 2015

- Launched and manufactured the innovative Z360 Tree Stand and introduced a new model for branding and distributing outdoor products nationwide.
- Directed long-term strategic planning, brand identity, marketing, and operational management.
- Built a scalable infrastructure that supported multiple product lines and drove national distribution.
- Negotiated a successful private acquisition in 2015, achieving a profitable exit for stakeholders.

BRAND MANAGER & UX LEAD - GFT FOREX ("FOREX.COM") | 2008 - 2009

- Led creation of standardized brand and design guidelines across multiple web portals and trading platforms.
- Unified user experience and visual identity across applications, strengthening brand trust and user retention.
- Partnered with cross-functional teams in marketing, design, and engineering to align brand message with business strategy.
- Drove adoption of consistent design language across global teams and customer touchpoints.

MULTIMEDIA DESIGNER / WEB DEVELOPER | 2005 - 2008

- Founded and led the web development department; established standards and workflows for project delivery.
- Oversaw full-stack development, DevOps, and design of high-performance websites.
- Delivered integrated digital solutions combining design, functionality, and user experience.

SENIOR MARKETING DIRECTOR - JOHNNY ADVERTISING | 2006 - 2007

- Designed and executed statewide advertising campaigns for diverse clients.
- Reimagined ad and sales materials to modernize brand presentation and enhance client market performance.

- Established creative standards and marketing frameworks that improved efficiency and campaign impact.

GRAPHIC DESIGNER & INSTALLATION SPECIALIST - PERMALETTER SIGN COMPANY | 2003 - 2005

- Designed and installed custom vinyl graphics and signage for commercial clients.
- Managed design, production, and installation processes to ensure quality and precision.

Education & Professional Development

- **IBM DATA SCIENCE PROFESSIONAL CERTIFICATE** - IBM / COURSERA (*IN PROGRESS*)
- **AI ENGINEERING SPECIALIZATION** - IBM / DEEPLARNING.AI (*IN PROGRESS*)
- **PETROLEUM ENGINEERING WITH AI APPLICATIONS** - UDEMY (*IN PROGRESS*)
- **FULL-STACK DEVELOPMENT CERTIFICATION** - IBM / COURSERA (*IN PROGRESS*)
- **KENDALL COLLEGE OF ART AND DESIGN** (2006-2009)

Media & Recognition

- **FEATURED ON FOX NEWS, ABC, AND MULTIPLE PRINT PUBLICATIONS FOR BUSINESS INNOVATION AND COMMUNITY IMPACT.**
- **RECOGNIZED FOR DEVELOPING SCALABLE, CUSTOMER-FOCUSED OPERATIONS IN EMERGING MARKETS**
- **RECOGNIZED 2009 AND ENTERED MOMENTUM AN EARLY-STAGE INVESTMENT AND TRAINING PROGRAM FOR ENTREPRENEURS IN WEST MICHIGAN**

Technical Skills

HTML • CSS • JAVASCRIPT • REACT • PYTHON • SQL • GIT • UI/UX DESIGN • ADOBE CREATIVE SUITE •
WORKFLOW AUTOMATION • AI & DATA ANALYTICS (FOUNDATIONAL)