

Will Macia

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Profile

Product development company leader focused on balanced revenue growth, maximizing efficiency, and continuous improvement company-wide. Diverse skill set excelling at personnel management, product development, and technical operations. Creative problem solver and customer advocate.

P&L | Operations | Marketing | Creative | Product Dev | Business Development | Textiles

Experience

PRESIDENT & MANAGING PARTNER, THE LAST U.S. BAG COMPANY, VANCOUVER, WA

AUGUST 2002 - PRESENT

Product Development in Textile & Other Accessories

- Responsible for revenue growth and P&L over 400% through new market development in lifestyle accessories, industrial sectors, and military development.
- Led operational efficiency gains & LEAN manufacturing initiatives reducing costs by over 24%, including spearheading a design-for-waste program to help maximize design efficiency and reduce environmental impact.
- Delivered NPI and development at average rate of 90 days to sale, including marketing and sales support initiatives.
- Developed, marketed, and sold over 100 new products in 13 years as business development leader.

DIRECTOR OF OPERATIONS, BRANDERS.COM, FOSTER CITY, CA

APRIL 2000 - AUGUST 2002

eCommerce focused on Promotional Marketing Products.

- Managed Operations (Call center, OM, and Creative) and Supply Chain Processes for \$20M eCommerce platform.
- Developed internal workflow architecture for proprietary ERP/CRM to achieve operational efficiency and reduce financial impact of legacy systems.
- Responsible for targeted Revenue Goals being met quarterly.

PARTNER, KREFELDS, REDWOOD CITY, CA

APRIL 1987 - JUNE 1997

- Retail management of 5k square foot retail corporate specialties.
- Daily operational focus on revenue and profit goals being met for growing \$2MM company.
- Led company to industry leadership in region as 2nd largest entity in market space.

PROJECT MANAGER, ACS ENGINEERED SYSTEMS, REDWOOD CITY, CA

JUNE 1997 - JUNE 1999

- Managed production and installation of automated powder coating systems across range of industrial applications on the west coast.
- Engineered multiple solutions for fluid bed coating systems, including
- Collaborated with US Navy on transducer housing coating systems for longevity and optimal performance while at sea.

Education

BFA, Graphic Design & Marketing Communications, Southern New Hampshire University
Completion 2019

San Francisco State University (ICW California College of Recording Arts), Certificate,
Audio Engineering

San Mateo CC, Architectural Drafting and Modeling

External Interests & Services

BOARD CHAIR, Pacific Northwest Defense Coalition, January 2013-2015

ADVISORY BOARD, Exceed Enterprises, January 2011-January 2012

Named inventor on multiple patents awarded and applied for. Details provided upon request.

Community CERT Leader & American Red Cross volunteer

Active in TaeKwonDo (Black Belt), Cycling, Running, Backpacking and Entrepreneur
Counseling