

## **David A. Moses**

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Available for independent projects, as well as interim or fractional executive positions.

### ***High-value process improvement, product innovation, and integration.***

As an entrepreneur with over 30 years of experience driving long-term solutions to market, I have developed a strong ability to engage in the full spectrum of business process improvement and product innovation. From system analysis, sourcing of materials and manufacturing, to end-user engagement and end-of-life determinations, I have created and deployed high-value solutions that improve safety, operations and efficiency across multiple applications, as well as impact corporate social value. I am a focused business partner that develops and executes strategic opportunities to improve market opportunities and drive authentic growth.

Areas of experience:

- Product and process assessment
- Product development and integration across multiple industries, manufacturing processes, and materials, while remaining agnostic to those aspects
- Numerous programs surrounding various data-capture components, including barcoding, RFID, GPS, and other technologies for inventory tracking and chain of custody
- Innovative solutions providing improved operating efficiencies and revenue generation
- Multiple innovations for long-term national and global standards for major industry-leading companies
- Design For Manufacture and Design For Assembly
- Global Sourcing/Supply-chain development
- Product lifecycle management
- C-level relationship management - customers and supply base

Skills:

- Thinks strategically and entrepreneurially
- Proven ability to collaboratively lead change within an organization and industry
- Brand-focused, quality-driven and relationship optimization

### **1993 – Present**

President, XpresspaX, Inc.

Specializing in process analysis relating to customized industrial design, manufacturing and sales of plastics, packaging, print, and other materials to global customers.

## Patents, USPTO:

[Commercial Document Shredding Console](#)

[Data Courier Design](#)

## Licenses and Certifications:

[Scrum Master Certified \(SMC\)](#)

[Scrum Product Owner Certified \(SPOC\)](#)

## A few of my market-changing innovations:

### Barcode label development and fulfillment

A major global records management company with rapid growth required a new barcode tracking system for hundreds of thousands of inventory assets. This project required that David design and produce unique barcode labels coupled with data collection forms that captured the barcode on each piece, for product identification and chain of custody throughout the storage/retrieval process, and years-long life of the assets. This program required broad database management of highly confidential data, a print-on-demand solution, desktop distribution services, and a significant incremental reporting schedule for accountability of millions of labels generated each year.

In the first two years of this program, David created and deployed a service-level opportunity that exceeded all previous performance metrics for the direct client (customer), on behalf of dozens of *their* end-customers. Over the ensuing 13 years, thousands more end-customers benefitted from the fully optimized system capable of tracking and delivery of a wide range of vital records. The program consistently delivered an increase in year-over-year volume efficiency, catalyzed by a process that accurately labeled, securely transported and safely stored product, with all data entry points verified by the new barcode label system.

The new process streamlined the voluminous workflow and allowed for a faster initial revenue stream for the acquired units, ultimately reducing operational expenses and increasing profitability, with a net improvement of over \$10,000,000.

### Media storage container

Iron Mountain, one of the world's largest off-site data protection companies, required a completely new design of the container system at the core of their end-to-end offsite media transportation and storage supply chain. The challenge Iron Mountain faced was that the existing industry containers

and cases were not adequately ensuring the level security and integrity required for all the various backup data tapes, drives, laptops and other computer peripherals and devices.

Iron Mountain required a new, best-in-class global standard that would measurably reduce the chances for data losses, while also improve their status as the premier brand in the data protection market.

At the time, across multiple locations in North America, and some global facilities, the customer was using up to 50 different data storage containers of various shapes, sizes and materials. This lack of standardization also created considerable wasted space in very expensive storage vault racking facilities. Those widely ranging shapes and sizes also made it difficult to accurately manage and audit space consumption by container, resulting in poor revenue management per storage area.

David designed and ultimately manufactured a unique three-unit plastic container system that provides a new standard of multi-point security for the supply chain, while also dramatically elevating the customer's brand loyalty and sales metrics.

The new container system provided the customer with the ability to more densely pack their data vaults, knowing exactly how much space was being consumed by every container, which in turn drove revenue higher. The new standardized containers allowed the customer to create racking products designed around the XpresspaX container system, improving vault density even more. As the customer grew domestically and globally, XpresspaX distributed the container system to nearly all locations, which allowed the customer to provide a standardized solution to their global customers as well.

The XpresspaX container system has become the global standard for most of the world's largest data-creators including Google, IBM, Apple, YAHOO, and many more. The revenue improvement for this customer over the 20 years of the program, with containers that will remain in usage for many more years, is greater than \$20,000,000.00. As the current EVP recently stated, "The container system David designed was an absolute homerun!"

## **Shred Bins and Consoles**

One of the largest document shredding companies in North America was seeking a proprietary line of shred receptacles designed to securely contain documents throughout their life-cycle from office collection points and then transported to off-premise shredding facilities. The existing industry product offerings were essentially large-wheeled trash barrels or low-quality particle-board consoles that had not been measurably improved in decades. These products were responsible for a very high employee injury rate, were limited by slow processing times, incurred significant waste and replacement costs, and lacked any features or benefits that our client/customer could uniquely "brand" as their own. After several RFP's to suppliers for improved designs and functionality, no proposals were received that offered significant or valuable product improvements. When the

customer finally contacted David, their clear statement was – “We never want to buy another single unit of what we are currently using!”.

The customer asked David to analyze the existing product landscape, typical workflow and user behaviors, and then design and develop a new line of products that would reduce the risk of injuries, increase efficiencies, and ideally also address future sustainability concerns. Over the next 18 months of industry R&D, and substantial analysis of the customer’s facilities, vehicles and practices, David presented a novel design with fully viable options for substantial advancement in performance and profitability.

The customer ordered third-party ergonomic testing with side-by-side time/motion studies comparing the legacy system to the proposed XpresspaX system, where it was determined that the XpresspaX system would reduce employee injuries by as much as 70%, improved productivity by as much as 83%, reduce employee turnover by 50%, with an overall projected annual savings by converting to the new system of as much as \$25,000,000.

David was issued patents on the new shred receptacle program in 2021.

References available upon request.