

Curriculum Vitae

Joseph R Travers

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Summary Of Expertise:

Over 20 years of experience in the bicycle and fitness equipment industries as a Mechanical Engineer, Quality Assurance Executive, and Product Development Executive. Served as the person most knowledgeable or subject matter expert in defense of employer on over 80 products liability legal cases involving a wide array of injuries from minor to catastrophic. Independent expert in products liability and business litigation cases.

Areas of expertise include:

- Fitness stationary group cycle personal injury risk mitigation, product and component sourcing best practices.
- Treadmill personal injury risk mitigation, motor control systems safety protocols, and product / component sourcing best practices.
- Fitness strength products personal injury risk mitigation, product and component sourcing best practices.
- ASTM, ISO, EN, and CSA standards for proper and safe design and manufacturing practices for stationary fitness equipment.
- FMEA and DFMA (Design for Manufacturability & Assembly) best practices to mitigate risk probabilities in all of the above product categories.
- Design of test methods and experiments for superior product reliability and validation.
- Design for Serviceability best practices to mitigate risk probabilities in all of the above product categories.
- Fitness facility best practices in product service protocols and facility layout to best mitigate risk and reduce products liability exposure.

Employment:

Core Health & Fitness, LLC; Lake Forest, CA (2004 to Present)

Vice President of Global Product Development & Quality (2020 to present)

Responsible for leading the global Product Development and Quality teams through the company product development roadmap onto new product launches as well as paying mind to sustaining and cost reduction opportunities of the existing product portfolio.

Utilizing my experience in product design, manufacturing process, and my strong leadership and communication skills to launch industry-leading quality products on time, at or below cost targets, while meeting or exceeding industry safety & regulatory standards. Responsible for defining prioritization of development and sustaining roadmaps to maximize company ROI on annual departmental OpEx. Manage both in-house and 3rd party technology partners to result in a balanced portfolio of partnered developments as well as in-house IP. Signing authority for product failure mode & effects analyses. Signing authority for product declarations of conformity. Primary appointee as person most knowledgeable in product liability litigations.

Vice President of Quality (2012 to 2020)

Responsible for directing cross-functional group in Quality Continuous Improvement Initiatives to minimize warranty expense and customer dissatisfaction caused by product and process quality issues.

Utilizing my experience in product design, manufacturing process, and my strong leadership and communication skills to drive significant product and process quality improvements. Analyzing service demand trends and directing team to resolve the highest priority issues. Responsible for reducing the monthly standard warranty costs via product reliability and process improvement initiatives. Lead team in root cause and effect analysis on top issues to ensure proper and complete resolution of issues. Primary appointee as person most knowledgeable in product liability litigations.

Director of Quality (2010 to 2012)

Responsible for directing cross-functional group in Quality Continuous Improvement Initiatives to minimize warranty expense and customer dissatisfaction caused by product and process quality issues.

Utilizing my experience in product design, manufacturing process, and my strong leadership and communication skills to drive significant product and process quality improvements. Analyzing service demand trends and directing team to attack the top issues. Lead team in root cause and effect analysis on top issues to ensure proper and complete resolution of issues. Responsible for reducing the monthly standard warranty costs via product reliability and process improvement initiatives.

Product Manager (2008 to 2010)

Provided product direction and training for the third largest global commercial cardio fitness equipment brand.

Utilized my product and industry knowledge to effectively steer our Cardiovascular and Spinning product lines into a more profitable, growth-oriented direction for future business. Trained our global direct sales and distribution teams on the proper sales strategy, product positioning, and technical aspects of our Cardiovascular and Spinning product lines. Training seminars varied in size form one-on-one to over 120 persons, and were conducted in North America, Asia, Europe and Africa. Responsible for product presentations to key customers both at corporate headquarters and off-site @ trade shows and customer locations.

Sr. Mechanical Engineer (2004 to 2008)

Played a key leadership role driving the team towards project milestones various product development projects.

Leveraged my experience in product design and manufacturing processes to lead the product development team in making the correct decisions to stay in line with project cost schedule and performance goals. Also, directly responsible for the design, testing, and production release of numerous electro-mechanical subsystems while leading the remainder of the team. Worked closely with cross-functional groups outside of engineering including marketing, manufacturing operations, and customer services to ensure maximum communication of project details and smooth product launch. Extensive travel to Asia manufacturing facilities to approve production samples, negotiate quality standards, and production manufacturing @ OEM facilities.

Gallop Cycle Corp --- Long Beach, CA --- January 1999 – May 2004

Mechanical Engineer / Mechanical Designer

Responsible for design, testing and quality assurance of complete line of aftermarket retail bicycle components.

Held a multi-faceted engineering position in a small company taking responsibility for product design, communication with Asia suppliers, testing of new and existing designs, and quality assurance of products. Core responsibility was product design for 2 aftermarket component brands – Primo Products and Profile Design. Designs included aluminum and magnesium castings, steel weldments, aluminum forgings, injection molded rubber and plastic, CNC lathe and mill machined components, aluminum and steel stampings, and carbon fiber components. Extensive travel to manufacturing facilities throughout Taiwan to approve samples, improve on manufacturing processes, and negotiate quality standards.

Education:

Bachelor of Science in Mechanical Engineering Technology (2002) · CSU - Long Beach