

STEVEN W. ROGERS

GLOBAL ENGINEERING & TECHNOLOGY EXECUTIVE

AI • Computer Vision • Robotics • Embedded Systems • Cloud Platforms • Product Innovation

steve@bluenoteinnovations.com | BlueNoteInnovations.com

EXECUTIVE PROFILE

Global engineering and technology executive with 35+ years of engineering leadership and 25+ years of executive leadership experience building multinational organizations, shaping innovation strategy, and converting advanced technologies into commercially successful products. Leads worldwide R&D across 13 multidisciplinary teams in seven countries, with accountability for engineering strategy, organization development, technology investment, and execution across 31 commercial product families.

Physicist by education; engineer, programmer, electronics designer, and inventor by practice, bringing an uncommon multidisciplinary perspective that connects boardroom priorities with deep technical judgment. Expertise spans artificial intelligence, machine learning, computer vision, robotics, embedded systems, precision sensing, structured-light measurement, advanced imaging, RF communications, distributed computing, cloud-connected platforms, enterprise software, automotive service technologies, and human-machine interfaces.

Inventor on 60+ issued U.S. patents, with numerous corresponding international patents, and a record of building high-performing leadership teams, accelerating development, improving quality, and commercializing technologies that advance safety, productivity, and customer experience across automotive, aerospace, and industrial-equipment markets.

Career experience combines executive leadership with hands-on technical depth across engineering, programming, electronics design, advanced research, product development, sales, marketing, systems engineering, and product management. This breadth supports effective leadership from early technology discovery and intellectual-property creation through organizational scaling, portfolio strategy, customer engagement, commercialization, and sustained product performance in global markets.

35+ YEARS

ENGINEERING LEADERSHIP

13 TEAMS

7 COUNTRIES

31

PRODUCT FAMILIES

60+

U.S. PATENTS

EXECUTIVE IMPACT

Lead a worldwide engineering organization spanning 13 multidisciplinary teams across seven countries, supporting 31 commercial product families.

Direct multi-million-dollar global engineering operations serving automotive OEMs, distributors, independent repair facilities, and professional service technicians worldwide.

Built and developed high-performing engineering leadership teams across multiple international locations, strengthening innovation, accountability, and succession planning.

Led enterprise-wide Agile and Concurrent Engineering transformation that reduced product-development cycle time by approximately 50 percent.

Directed continuous-improvement initiatives that reduced annual warranty events by approximately 30 percent while improving overall product quality.

Sponsor AI-assisted user interfaces, machine learning, structured-light measurement, computer vision, cloud-connected IoT platforms, mobile applications, and over-the-air software delivery.

Serve as a trusted advisor to executive leadership, regularly presenting engineering strategy, technology investments, product roadmaps, and business performance to the Chairman and executive staff.

LEADERSHIP & TECHNOLOGY PORTFOLIO

ENTERPRISE LEADERSHIP Global engineering leadership • Organizational development • Strategic planning • Innovation strategy • Executive communications • International engineering operations • Succession planning

BUSINESS & PORTFOLIO Product portfolio management • Product commercialization • Intellectual-property strategy • Technology roadmapping • Automotive OEM relationships • Continuous improvement • Agile transformation

ADVANCED TECHNOLOGY Artificial intelligence • Machine learning • Computer vision • Structured-light measurement • Precision optical systems • Robotics • Embedded electronics • Cloud platforms • IoT architecture • Distributed computing • Mobile applications • RF communications • Human-machine interfaces

PROFESSIONAL EXPERIENCE

Vice President, Global Engineering | Snap-on Equipment

2020–Present

Lead worldwide research and development across 13 multidisciplinary engineering organizations in seven countries. Hold executive accountability for engineering strategy, organizational development, technology investment, and disciplined execution of product-development programs supporting 31 commercial product families.

Lead development of AI-assisted user interfaces, machine-learning technologies, structured-light measurement systems, computer vision, cloud-connected platforms, mobile applications, and over-the-air software delivery.

Introduced Agile and Concurrent Engineering methodologies across the global organization, reducing development cycle time by approximately 50 percent.

Directed continuous-improvement initiatives that reduced warranty events by approximately 30 percent while improving overall product quality.

Develop engineering strategy for automotive OEMs, independent repair facilities, distributors, and service technicians worldwide.

Direct long-range technology strategy and engineering investment decisions for next-generation AI, vision-based measurement, cloud analytics, and connected diagnostic platforms.

Mentor engineering leaders across multiple international organizations and cultivate a culture of innovation, accountability, and continuous improvement.

Present quarterly engineering strategy, product roadmaps, technology investments, and business performance to executive leadership, including the Chairman.

Expand one of the industry's largest intellectual-property portfolios, now comprising more than 60 issued U.S. patents.

Director of Engineering – Critical Measuring | Snap-on Equipment

2011–2020

Directed worldwide research, engineering, and product development for Snap-on's Critical Measuring portfolio, leading multidisciplinary engineering organizations across five countries.

Directed advanced research and new-product development while aligning worldwide engineering execution with the business's product and technology priorities.

Expanded the portfolio's use of computer vision, imaging systems, embedded electronics, and advanced sensing technologies.

Served on the Division leadership team and participated in quarterly executive business reviews.

Research Engineering Manager | Snap-on Equipment

2003–2011

Directed hardware, firmware, and research engineering teams responsible for worldwide development of advanced automotive service equipment.

Served personally as lead electronics research engineer on numerous flagship products while directing broader research and engineering execution.

Led development of wheel-alignment, collision-repair, and tool-control technologies.

Expanded organizational capabilities in embedded electronics, wireless communications, intelligent sensing, and network-connected product architectures.

Vice President, Product Development | InTheAirNet

2002–2003

Led multiple simultaneous commercial-aviation development programs delivering advanced in-flight entertainment, communications, and streaming-media systems.

Directed engineering, product development, and technology strategy for programs supporting major customers including Airbus, Boeing, Delta Air Lines, Panasonic, and Thales.

Standardized engineering processes across multiple companies to strengthen execution consistency.

Achieved ISO/AS certification within one year.

Vice President, Sales & Marketing | Audio International

2001–2002

Held full executive responsibility for Sales, Marketing, Systems Engineering, and Product Management for a cabin-management and in-flight-entertainment portfolio generating more than \$25 million in annual revenue.

Directed product strategy, systems engineering, and customer engagement for a business exceeding \$25 million in annual revenue.

Developed strategic customer relationships throughout the business-aviation industry.

Vice President, Engineering | Audio International

1999–2001

Led a multidisciplinary organization of more than 50 electrical, mechanical, and software engineers developing advanced cabin-management and entertainment systems for business and commercial aircraft.

Managed engineering operations with an annual budget exceeding \$7 million.

Directed development of advanced cabin-management and in-flight-entertainment systems for business and commercial aircraft.

Earlier Career | John Bean Company

Advanced through positions of increasing responsibility, including Project Engineer, Senior Project Engineer, Senior Staff Engineer, and Chief Electronics Engineer. These roles established the technical foundation for a career as an inventor, executive, and technology leader.

EDUCATION & PROFESSIONAL AFFILIATIONS

Bachelor of Science, Physics | Minors: Mathematics and Computer Science

Advisor, University of Central Arkansas Innovation Campus • MEMA Training Council • Sigma Pi Sigma (Physics Honor Society)

INNOVATION & PATENTS

Innovation has been a defining theme throughout a career spanning more than three decades. Inventor on more than 60 issued U.S. patents, together with numerous corresponding European and Asian patents, covering artificial intelligence, computer vision, precision measurement, structured-light systems, embedded electronics, networking, distributed computing, cloud-connected platforms, automotive diagnostics, and advanced user interfaces.

This intellectual-property portfolio reflects more than three decades of continuous innovation and successful commercialization of technologies valued in the billions of dollars that continue to influence products used throughout the global automotive-service industry.

Detailed patent portfolio available upon request.