

Biography of **Craig Humphreys**

Craig is a skilled entrepreneur, business and process analyst, technology innovator, and foremost, a problem solver. He has founded or been a key contributor to several startups, including the War on Waste Academy, SupplyCloud, TransPac Systems, CHI Systems, DemandTec, Facebook, GavelNet, NimbleFish, Pacific Design Engineering, Shutterfly, NetBooks, and many others. Craig has executive-level skills in all aspects of Information Technology management from design to deployment.

Craig is focused on solving high-value business problems, typically involving the appropriate and efficient use of Information Technology. He uses technology as a lever to reduce the cost and maximize the efficiency of his solutions. He is an expert in solving “Wicked Problems” that plague business and public sector organizations, such as process inefficiency, waste, low productivity, mismatched incentives, etc.

Craig has developed state-of-the-art technologies, including the Soviet-era crop yield estimation algorithms for the intelligence industry, noise and clutter removal algorithms for the aerospace industry, and option trading and processing algorithms for financial trading systems. His career includes holding a number of interesting positions such as the CTO of HEB Grocery, a signals analyst and algorithm developer at the CIA, work in Hollywood special effects (In the Line of Fire, Speed, and The Hunt for Red October), submarine hunting for the US Navy, creating pre-flight mission "views" for the pilots in Desert Storm, developing algorithms for the SETI Institute, and doing the database scale-up for Facebook.

He asserts his most valuable expertise is in clearly identifying and solving challenging technology and process problems. Craig applies highly disciplined, structured problem-solving techniques, especially applying the 5/67 rule, and a clear "Definition of Success". He is a proponent of, "The Art of Asking Stupid Questions".

Craig has worldwide business experience, including projects and business startups in China, Germany, and France. He speaks Mandarin Chinese and German, is a devoted father, and is a 4th degree black belt in Taekwondo, Eskrima, and Hapkido. He holds a MSEE and MBA from Stanford University and a BSEE/ChE minor from the University of California, Davis. He lives in Nevada and is proud of his son studying Applied Mathematics at UCLA.