



Jett Fuller

Engineering Product Development Manager, Advanced Machine Technology

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SUMMARY

Engineering product development leader with 10 years of experience advancing **construction equipment, machine controls, connected jobsite capabilities**, and new product introduction from customer discovery through market release. Translates contractor pain points, operational needs, and financial priorities into product roadmaps, detailed requirements, and multi generational development plans. Leads cross functional programs spanning grade control, machine safety, productivity analytics, remote operation, and **autonomy enabling capabilities**. Balances technical readiness, quality, ease of use, schedules, budgets, and customer value across engineering, commercial, manufacturing, validation, service, and senior leadership teams. Builds trusted customer relationships, resolves roadblocks, and communicates investment choices with clarity. Brings practical jobsite knowledge and disciplined delivery that can help an equipment organization bring valuable technology solutions to market.

EXPERIENCE

Senior Product Development Manager, Advanced Technology

IronVale Machinery 📅 July 2022 - Present 📍 Aurora, Illinois

Directs an advanced construction machine portfolio covering grade control, safety, productivity, remote operation, and autonomy foundations. Leads roadmap decisions, NPI governance, Annual Product Updates, and senior stakeholder alignment across engineering, commercial, manufacturing, validation, service, and customer teams.

- Built a multi generational roadmap using contractor interviews, readiness reviews, and lifecycle **business cases**.
- Led NPI governance across controls, software, electrical, validation, manufacturing, service, and commercial groups.
- Structured **Annual Product Updates** around customer value milestones and platform dependencies for clearer investment decisions.
- Reframed machine concepts as jobsite workflows involving equipment, operators, supervisors, and **digital services**.
- Presented budget, schedule, quality, and customer impact tradeoffs, closing roadblocks before committed launches.
- Connected field problems with executable engineering programs spanning **grade control**, safety, productivity, and autonomy.
- Aligned senior leaders around **platform dependencies, resource conflicts**, and customer value during portfolio reviews.

Product Development Manager, Machine Technology

TerraForge Equipment Systems 📅 March 2020 - June 2022 📍 Joliet, Illinois

Managed machine control and jobsite productivity development from commercial requirements through validation and release readiness. Coordinated multiple platforms, **pilot deployments**, program reviews, and stakeholder decisions that improved feature fit, launch clarity, and **customer value**.

- Converted dealer and contractor feedback into prioritized use cases and detailed **product requirements**.
- Coordinated multiple machine platforms around reusable **controls architecture** and **interface patterns**.
- Established reviews covering technical risk, budgets, validation, suppliers, and launch timing.
- Partnered with field teams during pilots, feeding workflow findings into software refinements.
- Communicated roadmap value and sequencing across commercial and technical stakeholders with competing demands.
- Aligned release scope with **customer priorities**, platform functionality, quality expectations, and financial impact.

STRENGTHS

- 👤 **Customer Discovery**
Contractor interviews revealed workflow gaps, then became focused use cases and requirements that commercial teams could support.
- 📊 **Roadmap Judgment**
Platform readiness, customer value, and business cases shaped priorities when several machine features competed for investment.
- 🔧 **Cross Functional Delivery**
Controls, software, validation, manufacturing, service, and commercial teams moved together through clear program decisions.
- ⚙️ **Jobsite Systems Thinking**
A single machine idea became a broader workflow solution after considering operators, supervisors, equipment, and digital services.
- ✅ **Roadblock Resolution**
Senior leaders received clear tradeoffs on cost, schedule, quality, and customer impact, helping programs regain momentum.

SKILLS

Product roadmaps NPI
Grade control Safety systems
Remote control Autonomy
Customer discovery
Systems engineering
Requirements development

[Business cases](#) [Project budgets](#)

[Validation](#) [Risk management](#)

[Stakeholder communication](#)

[Construction equipment](#)

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Senior Product Development Manager, Advanced Technology at IronVale Machinery (4.2 Years)

● Product Development Manager, Machine Technology at TerraForge Equipment Systems (2.2 Years)

● Senior Systems Engineer, Off Highway Controls at Granite Ridge Mobile Systems (1.7 Years)

● Controls Engineer, Mobile Equipment at Midwest Motion Technologies (1.9 Years)

- Escalated program issues early, enabling timely decisions before customer commitments were affected.

Senior Systems Engineer, Off Highway Controls

Granite Ridge Mobile Systems 📅 June 2018 - February 2020 📍 Rockford, Illinois

Owned **systems engineering** for electronic controls and operator assist functions on off highway machines. Guided requirements, interface design, verification, field evaluation, integration risk, and production transition across software, electrical, hydraulics, test, and manufacturing teams.

- Translated operating scenarios into functional requirements and verification plans for operator assist systems.
- Developed interfaces linking sensors, controllers, displays, and **actuation systems** with traceable validation.
- Led design reviews that closed integration risks before machine level validation.
- Planned field evaluations across grading, loading, and material handling workflows with operators.
- Tracked technical issues against **schedule** and cost constraints, escalating release tradeoffs for decisions.
- Mentored engineers on requirements quality, **systems thinking**, and **customer focused problem definition**.
- Supported validated function transfer into **production programs** through clear evidence and readiness recommendations.

Controls Engineer, Mobile Equipment

Midwest Motion Technologies 📅 June 2016 - May 2018 📍 Elgin, Illinois

Developed and validated embedded control functions for mobile industrial equipment. Built practical expertise in machine behavior, operator interfaces, field conditions, prototype evaluation, root cause analysis, and release evidence while supporting broader program delivery.

- Converted system requirements into control logic, **test procedures**, and **acceptance criteria**.
- Investigated field issues using logged machine data and structured **root cause analysis**.
- Coordinated electrical and hydraulic interfaces affecting controllability, reliability, and operator experience.
- Supported **prototype builds** and **field trials** with configuration and defect evidence.
- Prepared technical summaries showing validation progress, unresolved risks, and release readiness.
- Translated **software corrections** into focused validation updates for scheduled program releases.
- Documented test findings and recommendations for engineering and project leaders.

PROJECTS

Connected Jobsite Productivity Roadmap 📅 2024

Created a portfolio roadmap linking machine data, operator workflows, productivity insights, and commercial priorities across construction jobsite use cases.

Autonomy Enabling Machine Controls 📅 2022

Guided requirements and integration decisions for machine control capabilities that support future remote operation and autonomy development.

LEADERSHIP & AWARDS

- Engineering Mentor, Regional STEM Design Challenge, 2023 to Present
- Senior Product Development Leadership Recognition, IronVale Machinery, 2024
- Customer Value Delivery Recognition, TerraForge Equipment Systems, 2021

EDUCATION

Bachelor of Science in Mechanical Engineering

Northern Illinois University 🎓 GPA: 3.5 📅 2016 📍 DeKalb, Illinois

Coursework: Systems engineering, controls engineering, machine design, engineering economics

CERTIFICATIONS

- Certified ScrumMaster 📅 2021
- Construction Equipment Safety Training 📅 2022

TECHNICAL SKILLS

- **Machine Technology:** Grade control, machine safety, remote operation
- **Product Planning:** Product roadmaps, multi generational planning, Annual Product Updates
- **Systems Engineering:** Requirements development, interface requirements, verification plans
- **Controls Engineering:** Embedded controls, control logic, machine controllers
- **Jobsite Solutions:** Productivity analytics, operator assist, autonomy foundations
- **Program Delivery:** NPI governance, release readiness, program reviews
- **Customer Research:** Contractor interviews, dealer feedback, field evaluations
- **Business Analysis:** Lifecycle business cases, project budgets, customer financial impact
- **Validation Methods:** Bench verification, machine validation, acceptance criteria
- **Stakeholder Leadership:** Cross functional teams, commercial alignment, senior communication
- **Machine Platforms:** Excavators, dozers, off highway machines
- **Field Operations:** Grading workflows, loading workflows, material handling

PROFESSIONAL AFFILIATIONS

- Regional STEM Design Challenge, Engineering Mentor, 2023 to Present
- Society of Automotive Engineers, Construction Equipment Community, Member

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST