

AJ CASSARELLA

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SUMMARY

Customer-facing robotics leader and industrial engineer with 12+ years deploying autonomous systems into other people's live operations including brownfield retrofits, 24/7 facilities, and dispersed fleets. I have worked on both sides of the table and have evaluated, justified, and bought material handling automation and I have also sold, designed, deployed, and supported it. I build the commercial and deployment functions that make automation repeatable and profitable: standardized site processes, cost-to-deploy reduction, and ROI models that survive customer scrutiny.

DOMAIN & IMPACT AREAS

Warehouse & Logistics Automation · Autonomous Mobile Robotics · Robotics System Design & Deployment Economics · Customer Success, Expansion & Account Management · Industrial Deployment & Field Service

WORK EXPERIENCE

Cyngn | Sr. Manager, Customer Success & Solutions Engineering 05/2024 – Present · Remote

Lead the three pillars of customer-facing engineering: Solutions Engineering, Deployment Engineering, and Customer Success.

- **Reduced cost-to-deploy 40% in 6 months** by designing a standardized deployment process that cut on-site labor hours across all customer installations and continues to improve them through focused enhancements.
- **Scaled deployed fleet 150% against 100% customer growth** in 7 months as team manager. Owned site survey through customer acceptance.
- Built the customer success function from scratch: recurring executive check-ins and customer-specific metric dashboards tied to operational KPIs.
- Designed and ran the onboarding program for three new roles, hiring and ramping 5 engineers in 5 months.
- Integrated AI tooling into deployment and customer-success workflows, standardizing site documentation, customer reporting, and process analysis.

Sr. Manager of Customer Solutions Engineering (prior role)

- Grew deployed fleet 100% and customer base 75% in 3 months.
- Expanded the Sales Engineering team from 1 to 3 engineers in 3 months.
- Drove hardware and software roadmap changes through a formalized Voice of the Customer process.

Senior Sales Engineer (prior role)

- Cut sales cycle time 50% in 6 months by standardizing technical discovery and proposal processes.

Phantom Auto | Senior Sales Engineer 04/2023 – 03/2024 · Remote

- Rebuilt sales data collection and engineering hand-off, **roughly halving hand-off cycle time** and reducing deployment labor hours 75% year over year.
- Partnered with Account Management to reposition sales strategy, expanding the customer base 30% in one year.

Wayfair | Senior Manager, Material Handling Automation 03/2022 – 03/2023 · Remote

- **Owned the buying side of automation:** vendor evaluation, technical selection, and capital justification.
- Built the justification models and delivered **4 automation projects in 12 months:** >\$1M in projected savings at <2-year payback.
- Stood up the team's automation competency across AGVs, AMRs, robotic arms, robotic vision, and goods-to-person systems.

Berkshire Grey | Solutions Design Engineer, Warehouse Automation 06/2021 – 03/2022 · Remote

- Built the company-wide RFP/RFI response strategy across retail, e-commerce, 3PL, healthcare, grocery, and parcel cutting 40% of response time in the sales cycle.

Radial Inc. | Senior Innovation Engineer, Automated Mobile Robotics 07/2020 – 05/2021 · Remote

- **Led a brownfield AMR retrofit into a live, running facility** boosting units per hour by +50% units per hour through coordinating vendor engineering, site operations, and floor teams through commissioning.

Seegrid | Senior Sales & Deployment Engineer, Automated Robotics Systems 01/2017 – 03/2020 · Pittsburgh, PA & Remote

- Led **multi-million-dollar robotics deployments** from concept through implementation while supervising a team of 2–4 engineers.
- Established the company's co-op and internship program.

FedEx Supply Chain | Solutions Design Engineer, Warehousing & Logistics 12/2015 – 12/2016 · Pittsburgh, PA

- Rebuilt warehouse facility modeling for the solutions design team: 33% faster model creation and 15% improvement in accuracy.

Lowe's Home Improvement | Field Industrial Engineer, Logistics Fulfillment 06/2012 – 12/2015 · Pittston & Pottsville, PA · Mooresville, NC

- Led a Lean Six Sigma Green Belt project in outbound shipping delivering **\$250K in annual savings**.

EDUCATION & CERTIFICATIONS

B.S. Industrial Engineering — Penn State University, 2013

Lean Six Sigma Green Belt — Juran Institute, 2015

Climate Change: Learning for Action — Terra.do, 2025

AI Fluency: Framework & Foundations — Anthropic Academy, 2026

CORE SKILLS

Solutions & Sales Engineering · Customer Success & Account Expansion · Robotics Deployment & Commissioning · ROI / TCO Modeling · Field Service & Fleet Operations · Program & Project Management · Lean Six Sigma / Continuous Improvement · Cross-Functional Team Leadership · Process Design & Standardization · Throughput Optimization · Voice of Customer → Product Roadmap

ADDITIONAL

Founder, Voyager Productions LLC — independent creative studio: music production, writing, and media.

Volunteer & Service: ClimateVine, Neon Owl, Whet Foundation, WWF, THON, March of Dimes.