

# Cary Jay Forest

Santa Monica, CA  
310-963-0463

CaryForest.com  
CaryJayForest@gmail.com

With 12 years experience in professional 3D Printing workflows, I've developed a unique expertise in the sales, support, development, purchasing, and manufacturing processes at companies of all sizes.

I am eager to share my passion for advanced technologies, and continue to lead teams that cultivate premium branding in their field.

## Key Specializations

- **3D Printing & CAD/CAM Technologies** - Expertise across multiple CAD/CAM platforms, specializing in photopolymer applications, biocompatible materials, and advanced dental software (exocad, 3SHAPE, Medit), Fusion 360, and Netfabb.
- **Agile Product Development & Roadmapping** - Proven ability to lead products from concept through launch (0→1) with complex software/services and tangible products. Skilled in facilitating organized, concise meetings and clear, multi-channel communication to align stakeholders and maintain project momentum.
- **Enterprise Sales & Onboarding** - Successfully managed client communications and complex project negotiations to secure and onboard eight-figure enterprise accounts. Experienced in creating impactful presentations and delivering persuasive pitches both online and in person.
- **ERP, CRM & Fulfillment Systems** - Implemented ERP, CRM, and fulfillment solutions (Stripe, Shopify, Salesforce, Odoo) to scale global e-commerce and streamline operational processes at high-growth startups.
- **UI/UX Design & Research** - Proficient in UI/UX design using Figma and Adobe Creative Suite. Experienced in conducting in-depth user research, field interviews, surveys, and beta testing to create intuitive software interfaces and compelling executive-level presentations.
- **Branding & Strategic Communications** - Led strategic branding initiatives, product launches, and the development of high-quality marketing materials tailored for both direct-to-consumer (D2C) and B2B audiences.
- **FDA Compliance & Regulatory Expertise** - Hands-on experience in FDA device registration processes, including 510(k) certifications, specifically for additive manufacturing systems, dental resin products.
- **Data & Automation (SQL, Python, JavaScript)** - Skilled in utilizing SQL, Python, and JavaScript for data analysis, customer support enhancement, process automation, and data visualization through common libraries.

## Professional Experience

### **Artisan Profit Technology Corp | 7/2024 - Current**

*Founder/CEO*

- Consulted with resin manufacturers to develop effective product launch strategies, including market pricing research, pre-market validation, and comprehensive brand development.
- Served as an advisor to organizations on technology acquisition, integration, and onboarding strategies for advanced 3D printing systems.
- Designed and prototyped innovative devices aimed at enhancing post-processing and cosmetic finishing techniques for dental prosthetics, evaluating alternative methods for resin washing, curing, and coating.
- Developing a 3D file management web app, specifically tailored to small businesses.

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### **SprintRay Inc | 7/2017 - 2/2024**

*Joined as the 8th employee and grew with the company to over 500 employees, leveraging expertise in 3D printing. Built new departments, facilitated adoption, and led the resolution of complex customer challenges.*

- **Enterprise Education & Solutions Manager | 3/2023 - 2/2024**
  - Led technical communication and clinical education for the DSO (enterprise) channel.
  - Planned and executed sales presentations, proof-of-concept testing, training, and multi-site customer support for the enterprise segment.
  - Organized and led live demonstrations at sales and education events for distributors, clinicians, and corporate stakeholders.
- **Senior Product Manager | 8/2021 - 2/2023**
  - Spearheaded customer validation, marketing preparation, and sales training for software and chemistry releases.
  - Product Owner for several biocompatible polymers and design service/software components.
  - Managed multi-platform features and r&d projects in post-processing hardware, 3D scanning, dental CAD, third-party integrations, and cloud APIs.
  - Facilitated product team onboarding, alignment meetings, and workshops to synchronize on strategy, competitive insights, and roadmaps.
  - Developed dashboards and tools to monitor sales and device telemetry, enhancing data collection.

## **SprintRay Inc |**

### **Product Manager | 2/2020 - 8/2021**

- Established labeling, inventory, and sales logistics processes for new product releases as SprintRay's first product manager.
- Drove multiple polymer products from concept to market success, including "NightGuard Flex," "OnX," and "High Impact Denture."
- Led software tools and telemetry development to support the chemistry R&D team and licensing efforts with third-party manufacturers.
- Reformulated raw materials to validate an emergency-use nasopharyngeal swab in under 12 weeks during the pandemic, enabling repurposing of inventory for rapid prototyping.
- **Customer Support Manager | 7/2017 - 2/2020**
  - First post-Kickstarter hire focused on technical support, validation, and product testing before specialization in dental applications.
  - Led internal testing and manufacturing of printed samples, several technicians producing 1000s of dental parts per week.
  - Key leader in implementing and improving ecommerce/erp/crm/hr systems as the company grew from 10->200 employees.
  - Organized educational workshops at CES 2018, printing over 200 custom impellers on the show floor to secure the JPL account.
  - Managed post-sales communication, established call/email/IT infrastructure, and created a Zendesk knowledge base.
  - Acted as the "Voice of Customer" for engineering and marketing teams, contributing to the company's development best practices and agile methodologies.

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### **Early Work**

- Partnered with an IT consultancy specializing in 3D printers and scanners, including Stratasys, MakerBot, Shining, Mcor, and Lulzbot.
- **Pasadena Unified School District Contract:** Developed and supported a ~\$500k contract to deliver and support 3D printing, scanning, and CAD tools.
- **Freelance CAD/CAM:** Optimized print processes for small businesses in various industries, improving efficiency and output quality.
- **MakerBot/Stratasys** - Sales/BD responsibilities, I represented the companies in development of retail and sales partnerships
- **Ecommerce Operations** - Worked with ecommerce startups in apparel and retail advertising to support operations and support.