

DECO '26

Speaker Bios
April 13-15; Pittsburgh, PA

YOUR BRIDGE TO THE FUTURE OF DECORATING

Daniel Simkins, ATiD

Co-founder of ATiD, Dan helps businesses unlock the power of AI and automation as a driver of efficiency, growth, and innovation.

With 15+ years of leadership experience spanning small businesses to Fortune-level corporations, Dan has a knack for spotting where technology can truly change the game by blending design, custom app development, database architecture, and process optimization to craft practical, human-centered solutions for your business.

Dan helps businesses redesign workforces and processes to partner with technology, ensuring AI enhances human potential instead of replacing it.

David "Doogie" Levine, ATiD

Doogie is Co-Founder of ATiD, an AI transformation consultancy helping businesses move beyond AI hype and into practical, measurable implementation.

With over a decade of management and executive leadership experience, Doogie brings an operational lens to AI strategy that most consultants lack. His background in Six Sigma methodology and human behavior gives him a distinct framework: AI doesn't create results on its own; the organizational systems around it do.

As the organizer of Steel City AI Innovators, Pittsburgh's hands-on AI learning community, Doogie stays at the intersection of emerging technology and real-world business applications. His work focuses on when, how, and if humans and AI interact, helping teams build the capability and confidence to lead in an AI-driven environment.

Dale Bobula, Midwest Transatlantic Lines, Inc.

Dale is a seasoned sales and business development strategist renowned for his ability to launch large scale growth initiatives within complex industries. Currently serving as a key leader at Midwest Transatlantic Lines, he specializes in navigating the intricacies of global trade and logistics. Dale's insights focus on the intersection of strategic relationship management and the evolving landscape of international logistics.

Call for Speakers for DECO '27

Companies and individuals interested in presenting at DECO '27 in Columbus, OH, may contact the society by phone: 740-588-9882, by email: info@sgcd.org, or by mail: SGCDpro, PO Box 2489, Zanesville, OH 43702.

Lee Green, Vice President and Executive Director, Innovation Research Interchange

National Association of Manufacturers (NAM)

Lee is a recognized leader in advancing innovation across the manufacturing ecosystem. With over 15 years of experience, she specializes in leveraging artificial intelligence, change management, and cross-functional team leadership to drive transformative strategies and foster collaboration among industry leaders.

Lee's work is dedicated to shaping the future of manufacturing by empowering organizations to anticipate trends, adapt to disruption, and build resilient innovation cultures. She has led initiatives focused on recruiting and retaining technical talent, digitalization, machine learning, and sustainability, and is a frequent speaker and writer on innovation leadership and culture.

Lee holds a Professional Certificate in Foresight from the University of Houston and an Executive Presence and Influence certification from Wharton Executive Education. Her academic background includes an MA in International Studies from the University of Reading (UK) and a BA in Political Science and International Relations from the University of Toledo.

Throughout her career at NAM and the Innovation Research Interchange, Lee has strengthened the organization's influence on global innovation, helping members stay competitive in a dynamic industry. Her passion for building strategic communities and driving meaningful solutions continues to shape the future of manufacturing innovation.

Anne Madarasz, Heinz History Museum

Anne directs the curatorial staff at the Heinz History Center in Pittsburgh. She also oversees interpretive content and research for museum exhibits and collects and curate exhibitions. Anne also contributes to strategic planning, grant writing, and publications for the museum.

Ken Tyler, Engineered Printing Solutions

Ken is National Sales Manager for Engineered Printing Solutions (EPS). He has more than 20 years of experience in the industrial printing industry, including more than ten years specializing in direct-to-object inkjet printing. Ken is also experienced in helping manufacturers transition from traditional screen and pad printing to digital platforms.

His presentation will focus on a data-driven view of measurable return on investment from direct-to-object printing. He will also discuss market forces that will shape the industry in the coming 3-5 years.

DECO '26 Speaker Bios Continued

Mike Lawn, *Gen-In*

Mike has worked as a machine vision specialist in the glass manufacturing industry forever 35 years, initially working for Inex Vision Systems in the UK, and later as Director of Engineering at Inex's Florida headquarters. He also worked as a product manager for Emhart Glass. Mike formed Gen-In to offer a solution to upgrade existing Inex and Emhart vision inspection equipment. During the past 15 years, Gen-In has established itself as a major supplier in the US.

Guillaume Bathelet, *Konatic*

Guillaume's career in the glass industry began at St. Gobain Containers. He also has more than 10 years of experience in R&D project management with an industry leader in vision systems. Guillaume holds nine patents and has a M.S. in Electrical Engineering from Bordeaux University and a Master's degree in Innovation Management from Grenoble School of Management in France.

Ben Chlebowski, *Keyence Laser Marking Division*

A native of Pittsburgh, Ben graduated from the University of Dayton with a degree in marketing. He currently serves as a sales engineer for Keyence's Laser Marking Technology division.

Thomas Ripplinger, *Northern Coatings*

Thomas is the Technical Director at Northern Coatings & Chemical Co., where he leads product development and technical strategy for industrial coatings used in glass and plastic decoration, automotive, high temperature, UV, and other industrial applications. He joined the company five years ago as a chemist and has since progressed through roles in research and development.

Thomas has led the development and commercialization of multiple new glass coating product families, working closely with customers from initial contact through full-scale production. His work focuses on designing coating systems that solve real manufacturing challenges while meeting demanding performance and regulatory requirements.

He holds degrees in Chemistry and Philosophy from Saint Mary's University.

Olivier Tessier, *DeCoSystem*

A graduate of Arts & Metiers Paris Tech School and Paris Business School, Olivier worked for 20 years as sales

engineer and equipment sales manager for ITW CER, a manufacturer of hot stamping machines and consumables. He has been with DeCoSystem for more than 5 years as sales manager for North America and French speaking areas. He has expertise in vision inspection systems for rigid and flexible packaging, including glass.

Keith Ladd, *Custom Deco*

With nearly 40 years of experience at Custom Deco, Keith has served in many capacities including shipping and warehouse manager, end/repack manager, and quality manager where he assumed the roles of inks and color matching various ink systems. Keith managed the company's Tap Handles acquisition business in 2020, becoming technical manager soon afterwards. Keith currently serves as the company's production manager.

DECO '26 Exhibitors

EXHIBITOR:

BOOTH NUMBER:

Applied Surface Technology	104
Coating Systems Group, Inc.	119
Decal Solutions Unlimited	114
DeCoSystem	215
Engineered Printing Solutions	106
<i>Fusion Ceramics Inc.</i>	101-103
Isimat	203
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Miller Process Coating	116
<i>NBC Meshtec</i>	105
Noble Metals	110
<i>RUCO INX</i>	102
<i>Strutz International</i>	115

SGCDpro Corporate Members in **green**.

Interested in exhibiting? Spaces still remain. Contact Myra Warne at 740-588-9882.

Exhibit hall open: Tuesday 12 p.m. - 5 p.m. Lunch served in exhibit hall at 12 p.m.

SGCDpro Directory Updates

Stop by the SGCDpro booth to update your SGCDpro company and individual listings for the 2026-27 directory to be published in June.

While you're there, reserve your booth for DECO '27 in Columbus, OH.

