

# **Hal Gottfried**

**Founder at Level Up Labs**

Lenexa, KS, US

Strategic Coach, Mentor, Open Source Hardware Advocate, Educator and IT Ninja

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## **Description**

Hal can best be described as Open Source Advocate, Entrepreneur, Author, Perpetual Student, Tinkerer and a Shameless Self-Promoter with a thirst for exploration.

It is this powerful desire to explore new ideas that drives his approach in almost everything I do. In 2012, I cofounded the Kansas City Open Hardware Society (KCOHG) which has held to successful conferences, along with several educational outreach programs. Through both national and regional resources we work endeavor to continue this forward movement. KCOHG has grown to establish itself as the inaugural branch of the national Open Source Hardware Association.

Outside of KCOHG Hal, founded Level Up Labs, a company that has become recognized for expertise in process improvement and strategic coaching designed for startups as well as established organizations. Level Up Labs is set apart from its competitors by it's employment of data analysis and key metrics when working with your business.

His clients benefit from his over fifteen years of experience within corporate, academic and government institutions where he was instrumental in providing the design, implementation and development of enterprise level communication solutions, in addition to hands on training and development courses covering a vast array of topics during his tenure as a corporate trainer and college level educator.

Hal extends his business and leadership acuity to the community by mentoring and volunteering in the local entrepreneurial community, coaching or speaking at events such as Start Up Weekend, Global Entrepreneurship Week and City Camp.

Currently living in the Kansas City area with his very patient wife Heather, Hal enjoys 3D printing, robotics and tinkering in his time off.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Information Technology and Services, Telecommunications, Education/Learning, Professional Training and Coaching, IT Services/Consulting, Management Consulting, Computer/Network Security, Corporate Training, Computer Networking, Advertising/Marketing

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## **Topics**

Integration, Data Analysis & Mapping, Telecommunications, Strategic & Business Planning, Encryption, Strategic Planning for Business Growth, Startups, Process Documentation & Improvement, Non Profit, Leadership Entrepreneurship Startups, Technology Mentor, Leadership Engagement Team Alignment Identity Effectiveness, Python, Life Coaching, Cisco, Business & Leadership, Java, Malware Analysis, Communications, 3d Printing, Hardware Development, Data Analysis and Interpretation, Coaching & Leadership, Mentoring & Coaching

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## **Affiliations**

International Association of Information Technology Trainers, Kansas City Open Hardware Group, Open Source Hardware Association, American MENSA, Institute of Electrical and Electronics Engineers, Association for Computing Machinery , Kansas City Startup Weekend

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## **Sample Talks**

### **Open Source in Education**

Open Source as part of the global open content movement, provides for shared teaching, learning, and research resources. It allows under legally recognized open licenses for people to reuse, revise, remix, and redistribute. Open Source can save teachers significant time and effort on resource development and advance student learning inside and outside the classroom. Further, open sharing of resources has the potential to fuel collaboration, encourage the improvement of available materials, and aid in the dissemination of best practices.

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## **Past Talks**

**Communicating Through Design: Design. Inspiration. Motivation.**  
Business Toolkit Workshop Series: The Art of Great Communication

**Open Source Hardware in Education**  
KC EDU Monthly Meetup

**Startup Mentoring and Coaching**  
KCSW Startup Weekend Edu

**Startup Mentoring and Coaching**  
KC Startup Weekend

**Keynote Speaker**  
Kansas Linux Fest

**Organizer and Presenter**  
KC Open Hardware Group - 2014 Summit

**Organizer and Keynote Presenter**  
KCOHG 2013 Sumitt

## **Open Source Hardware in the Community**

City Camp

## **Startup Mentoring and Coaching**

KC Startup Weekend

## **Tool Tech**

Make48

## **Organizer, Mentor, Coach and Resource**

KC Startup Weekend - Fall

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## **Education**

### **International Coach Academy**

ICS - (PCC) - Professional Certified Coach ICF - ACTP Accreditation Program

### **Peirce College**

Associates of Arts in Science Business Management

### **Rutgers University**

Bachelors of Science Business and Computer Science

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## **Testimonials**

### **Nitin Jain**

At SproutUp, we've been very impressed by Hal's ability to literally read our minds and help us refine our business strategy that perfectly symbolizes our vision and mission.

He truly is a thought leader with attention to detail, and very understanding of emerging product market. Hal helped us develop influencer acquisition strategy during our early stage of Beta launch. He has been outstanding to work with all the way from the sketch idea to a more refined business plan. He is been opening doors for us that is of great value to us.

### **Blake Hodgson**

Hal has always been there to help, encourage and coach me in my endeavors in starting a company or just making something. Hal has introduced me to a lot of people who can help me and given me opportunities to talk about the things I have made and to help validate my direction. When I get stuck or need coding help, Hal is always there to help me for a beer or less. Hal takes genuine interest in what do, how my company is progressing and is always there to help and give me advice.

**Melissa Roberts**

Hal's professionalism and good humor has always impressed me. In addition, he's always willing to spend his time volunteering to share his considerable expertise with others.

**Vincent Abella**

Hal is an expert communicator. As a valuable expert on our team, he sees it as an important responsibility to communicate his knowledge, experience and solutions and adapt his style to a specific audience. Hal excels in communicating and sharing his expertise to the technical team, executive management team or, to the lay user. He brings with him an array of methods, tools and techniques to help our team work "smarter". His wealth of experience from different roles and discipline in our technology adds to his value, as far as I am concerned. If you want a quick impact to your bottomline, hire Hal.

**Jeff Samay**

Any time I had the opportunity to work with Hal, I knew the course he was teaching would be a great success. He approaches each engagement with an upbeat, enthusiastic energy. Whether the course needed additional development or customization, Hal would ensure the client was getting exactly what they requested. His evaluations were always excellent.

**Joy Beer**

Hal provided Advanced JavaScript instruction to our development team some years ago, and it has proven most valuable. His teaching methods were sound and interesting. And we enjoyed him a great deal as a person. Even if Hal's moved on from instructing, I recommend him for his strong abilities as a communicator.

**Michele Amendola**

My teammates and I had the pleasure of working with Hal as we implemented a B2B connection that, as business partners, we could describe in only very general terms. After working with several project managers and technical experts who were unsuccessful in moving our initiative forward, we were thankful to find Hal, who not only understood what we wanted, but also what we needed, to reach an optimal solution. Needless to say, we did not lose his number, and called on him relentlessly for guidance related both to that initiative and others that (to us, at least) seemed related. Hal is always quick to respond, pleasant to deal with, ready with the right direction, and makes sure that his partners' issues are resolved. I cannot recommend Hal highly enough, and look forward to his next assignment with WellPoint.

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