Michael Woodworth

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Engineering executive with 15+ years of experience spanning software, hardware, automation, and advanced materials. Y Combinator-backed founder with successful acquisition (Upverter to Altium). Proven track record architecting and delivering enterprise platforms from scratch, scaling engineering teams, and driving cross-functional innovation in high-growth environments. Deep expertise in ERP systems, factory automation, electronic design tools, and translating R&D into scalable production systems.

PROFESSIONAL EXPERIENCE

Executive Vice President of Technology
Jun 2024 - Oct 2025

SRTX (Makers of Sheertex) | Montreal, QC

Lead enterprise technology strategy across engineering, automation, software, and advanced materials. Architect and oversee Cortex, the company's proprietary ERP and factory automation platform, integrating machine control, real-time analytics, and business intelligence into a unified production system.

- **Platform Architecture:** Designed and built Cortex from scratch, unifying production control, machine interfaces, data systems, and ERP workflows, enabling real-time decision-making and process optimization across the production floor
- **Multidisciplinary Leadership:** Direct automation engineering across mechanical, electrical, and controls domains, ensuring end-to-end alignment between machinery, software, and manufacturing processes
- **Materials Innovation:** Oversee advanced materials team, operationalizing cutting-edge fiber and polymer R&D into scalable, automated production workflows
- **Strategic Roadmap:** Define and execute long-term technology vision to support aggressive growth, manufacturing resilience, and technical leadership in advanced materials production

Vice President of Technology

Feb 2022 - Jun 2024

SRTX (Makers of Sheertex) | Montreal, QC

Led development and evolution of Cortex, an in-house automation and ERP system designed to streamline manufacturing. Integrated machine controls and real-time data collection into a unified platform empowering data-driven decisions across all production stages.

- **Cortex Development:** Drove continuous development of Cortex as integrated automation and ERP system, connecting real-time machine data, workflow management, and business processes
- **Machine Integration:** Oversaw end-to-end integration of production machinery into Cortex, enabling automated data capture, real-time monitoring, and enhanced operational oversight
- **Process Optimization:** Implemented advanced analytics within Cortex to monitor production metrics, optimize efficiency, reduce downtime, and uphold quality standards
- **Cross-functional Collaboration:** Partnered with production, engineering, and operations teams to align Cortex features with manufacturing goals and business strategies

Key Achievements:

- Established Cortex as the backbone of automation and ERP, providing complete visibility into production and operations
- Improved production efficiency and quality control through real-time data analytics, driving significant operational improvements

Vice President of Product, Upverter

Aug 2017 - Jan 2022

Altium | Greater Toronto Area, ON

Following Upverter's acquisition by Altium, led product integration efforts focusing on EE Concierge service within Altium's ecosystem, specifically targeting integration with Octopart to provide real-time expert assistance and parts sourcing for hardware engineers.

- **Post-Acquisition Integration:** Spearheaded integration of EE Concierge into Altium's product suite with strategic emphasis on Octopart, creating seamless user experience linking expert design support with extensive parts catalog
- **Product Development:** Enhanced EE Concierge to align with Octopart's features, unifying design support, parts recommendations, and sourcing options in one platform
- **Enterprise Collaboration:** Coordinated with Octopart's engineering and product teams to refine integration points, ensuring value addition across Altium's hardware design ecosystem
- **User Adoption:** Designed and executed initiatives to drive awareness and adoption of EE Concierge within Octopart's user base

Key Achievements:

- Successfully launched EE Concierge within Octopart, streamlining design and parts sourcing for hardware engineers
- Significantly improved user satisfaction and retention through enhanced integration of expert recommendations with parts database

Co-Founder

Feb 2011 - Aug 2017

Upverter | Greater Toronto Area, ON | *Y Combinator W11*

Founded and built revolutionary cloud-based platform for electronic hardware design, leading product development, technical architecture, sales, and customer support. Positioned Upverter as leader in cloud-based electronic design automation (EDA).

- **Technical Leadership:** Led development of core platform features, focusing on scalability, functionality, and user experience to meet evolving needs of hardware engineers
- **Product Innovation:** Conceived and launched EE Concierge, unique expert support service connecting users with specialized assistance for complex design challenges
- **Sales Leadership:** Directed sales for two years, developing strategies that expanded customer base, increased revenue, and forged key industry partnerships
- **Team Building:** Built and managed multidisciplinary team including engineers, designers, and expert consultants

Key Achievements:

- Successfully scaled Upverter to acquisition by Altium, marking successful exit and enabling technology to reach wider audience
- Drove revenue growth through strategic sales initiatives, solidifying market presence and attracting key enterprise clients

Director of Technology

Jan 2010 - Feb 2011

Trend Hunter | Toronto, ON

Led technology initiatives during period of exponential growth, overseeing platform development and technical team expansion.

- Directed technology strategy and platform development during high-growth phase
- Managed engineering team and technical infrastructure scaling

Early Career Highlights

Developer, Trend Hunter (Sep 2009 - Dec 2009) | Developed core platform features

Process Control Development Team, Aegis Technical Systems (Sep 2007 - Dec 2007) | Led ARMS project development

Verification Engineer, Integrated Device Technology (Jan 2007 - Apr 2007) | Verified physical layer of PCI Express switches

Application Developer, Ronald A. Chisholm (Apr 2006 - Aug 2006) | Designed shipping automation system