



# Matthew Wicks

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## VP / GM – Robotics & Automation | P&L Leadership | Commercial Robotics

- Executive operator with 25+ years building, scaling, and commercializing robotics and automation businesses across AMRs, fixed robotics, vision, and material handling systems
- Former VP/GM of Robotics at Zebra Technologies with full P&L ownership across sales, product, engineering, manufacturing, and go-to-market
- Proven track record launching new robotic platforms, rationalizing portfolios, and driving double-digit efficiency and labor cost improvements
- Holder of 20+ patents in robotics and industrial automation; frequent industry speaker and board-level advisor

## Work Experience

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04/2024 – present  
San Jose, CA/St. Louis, MO

### **Vice President and General Manager - Zebra Robotics Automation Zebra Technologies**

- Full P&L ownership for Zebra's robotics automation business, including sales, product management, hardware/software engineering, manufacturing, and go-to-market strategy
- Drove a 170% increase in recurring revenue bookings by leading a 100+ member cross-functional team across North America, Europe, and Asia.
- Directed a globally dispersed organization spanning sales, marketing, engineering, manufacturing, and service departments, ensuring seamless collaboration and execution.
- Led commercialization and production launch of the Symmetry AMR fulfillment solution, delivering ~30% efficiency gains and >25% labor cost reduction for end customers
- Directed development of a next-generation robotic platform, improving localization, navigation, compute, battery life, vision, payload and serviceability to materially strengthen competitive positioning
- Rationalized product portfolio and exited unprofitable offerings, refocusing the business on scalable, margin-positive growth.

10/2022 – 04/2024  
San Jose, CA/St. Louis, MO

### **Sr. Director of Engineering / Product Management Zebra Technologies**

- Owned end-to-end product and engineering strategy for advanced robotics platforms, aligning roadmap, architecture, and execution with customer requirements, market demand, and commercial objectives
- Led cross-functional product, hardware, and software engineering teams to design, develop, and launch scalable robotic systems
- Translated customer and market needs into clear product requirements and roadmaps, ensuring tight integration between product management, engineering execution, and go-to-market strategy
- Established disciplined development processes that improved delivery predictability, system performance, and enabled rapid iteration and platform reuse

10/2021 – present  
St. Louis, United States

### **Owner & founder Logistics Automation Advisors**

Advise companies on robotics, warehouse automation, and supply chain technology and help organizations develop automation strategies, design scalable robotic systems, and bring innovative logistics and robotic technologies to market.

12/2020 – 10/2022  
Portland, OR/St. Louis, MO

### **Director of Robotics Celestica**

- Led the Robotics Center of Excellence as both Commercial and Technical Director, driving significant revenue growth within the Advanced Technology Group
- Developed and executed a comprehensive robotics strategy, securing necessary approvals and establishing key accounts that exceeded initial targets by 3X
- Supported proposal and quotation activities, ensuring bookings aligned with business plans
- Educated and engaged sales & Marketing leadership on the benefits and practical applications of robotic solutions to enhance sales effectiveness and increase market presence and brand awareness

11/2019 – 12/2020  
Mason, OH/St. Louis, MO

### **Chief Robotic Solutions Architect Honeywell**

- Served as Technical Leader for all account management and automation systems solutions

## Work Experience

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development within the Honeywell Robotics Business unit to drive revenue growth

- Established and managed an opportunity pipeline to support and accelerate business growth
- Educated and engaged the robotics community on the benefits and practical applications of robotic solutions
- Collaborated with strategic marketing teams to provide insights and influence product strategy for ongoing improvement

07/2013 – 11/2019

Mason, OH/St. Louis, MO

### **VP Product Development / Director Of Engineering - Robotics Intelligrated/Honeywell**

- Advocated for and established an advanced robotic product development team focused on pioneering automation solutions within the logistics industry.
- Conceptualized, developed, and secured funding for strategic initiatives, including the automated Robotic Truck Loader/Unloader and advanced vision-guided robotics.
- Served as the technical development lead for all Advanced Robotics Solutions
- Fostered long-term strategic partnerships with external collaborators, including Carnegie Mellon National Robotics Engineering Center.
- Formulated and implemented the robotics roadmap, program plans, and budgets, driving over 50% year-over-year program growth.

12/1994 – 07/2013

### **Earlier Career**

#### **Engineering & Systems Leadership**

#### **FKI Logistex | Alvey Systems | Intelligrated**

- Led systems engineering and controls for large-scale material handling, conveyor, and sortation systems (\$10M–\$20M projects)
- Oversaw delivery of \$100M+ annual programs with consistent profitability
- Expertise in industrial automation, controls, and large-scale logistics systems

## Education

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01/1990 – 12/1994

### **Electrical Engineering | Bachelor of Science (B.S.) Missouri University of Science and Technology**

Industrial Automation and Control Systems

12/2004 – 12/2016

### **Professional Engineering License State of Missouri**

## Impact & Recognition

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- Oversaw the engineering and implementation of automation systems valued at over **\$2.5B**
- Holder of over **20+ patents** in robotics and industrial automation
- Founder of the **Intelligrated Advanced Robotics Program**
- Established **Robotics Center of Excellence** at Celestica
- Led the development and launch of **Zebra Robotic Symmetry AMR Fulfillment Platform**
- Principal Lead for **Honeywell - Carnegie Mellon National Robotic Engineering Center collaboration**

## Core Expertise

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Robotics & AMRs • Industrial Automation • P&L Leadership • Product Strategy  
Go-to-Market • Systems Integration • Vision & AI Robotics • Manufacturing Scale  
Executive Stakeholder Management • PE / Board Interaction

## Board & Industry Leadership

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A3 Board of Directors • Chairman RIA Board of Directors • MHI-TRG Member • University of Missouri Corporate Strategy Board • NextGen Supply Chain advisory board member