

# Craig North

Transformational Technology Executive, Systems Architect, Engineer

San Jose, CA, USA | Executive, VP & SVP of Engineering | Architect of AI-powered, Connected Platforms | Architect of Software Defined Vehicles | Architect of highly functional, highly driven organizations that deliver.

## Executive Profile

I am a bold, inventive engineering leader who thrives at the intersection of vision and execution. Over two decades, I've built and scaled engineering organisations from stealth-mode startups to publicly traded enterprises. My signature strengths include:

- **Strategic Vision & Execution:** Proven ability to translate ambitious technology roadmaps into reality—delivering 56+ commercially launched products across automotive, consumer, AI/vision and communications sectors.
- **Team Building & Culture:** Scaled and coached global teams of up to 90 engineers across North America, Europe and Asia, fostering cultures of ownership, collaboration and agility.
- **Innovation & Autonomy:** Architected next-generation vehicle network architectures, pioneered over-the-air firmware platforms, and drove AI-enabled quality-inspection systems—all while operating with high autonomy and accountability.
- **High-Impact Leadership:** Represented engineering at board meetings, investor relations, taking companies through IPO.
- **Scalable Team Building:** Built multidisciplinary teams of more than 100 people from the ground up, hiring executives, vice presidents, directors, managers and over 300 engineers; many of these have gone on to lead organisations or start their own companies.
- **Resilience & Challenges:** Navigated significant technical, hiring, reliability and scaling challenges across my previous roles, maintaining stable, high-performing organizations even under intense growth and innovation pressures. Served as a strategic advisor to C-suite leadership and shaped corporate narratives for global audiences.
- Hands-on engineer who pitches investors, reports to CEOs, develops software with engineers, and leads teams to deliver exceptional results.

I pair meticulous engineering discipline with empathetic leadership—believing that breakthrough innovations happen when deep technical mastery meets inspired, human-centric guidance.

## Core Competencies

- Executive Leadership & Vision • Embedded Systems & Firmware • AI & Deep Learning • IoT & Smart Devices • Autonomous & Connected Vehicles
- Cybersecurity & Safety-Critical Design • Global Team Building • Investor & Board Engagement • Product Lifecycle Management

## Professional Experience

### SVP Software Engineering, Weavix

San Jose, CA (Hybrid) | Jan 2025 – Present

- Unified multi-domain engineering across embedded systems, mobile development, AI/data engineering and hardware design to deliver seamless, real-time collaboration tools.
- Drove wireless innovation across 5G, LTE, Wi-Fi, NFC, DECT NR+ and LoRa mesh networking—redefining how distributed front-line teams communicate.
- Led product lifecycle from concept through launch, ensuring bold ideas became polished, market-ready solutions.
- Cultivated a high-performing, inclusive culture prioritising precision, empathy and impact.

### VP of Software Engineering, UnitX

San Jose, CA (On-site) | Mar 2024 – Dec 2024

- Led development of real-time computer-vision systems that reduced defect-related reliability issues and accelerated time-to-market for new product lines.
- Built and managed a bi-continental engineering team, instituting robust development workflows and founding the Software Design & Architecture group for scalability and quality.
- Collaborated directly with manufacturing partners in China, deploying solutions on factory floors and demonstrating measurable ROI within months.
- Drastically improved product reliability, while promoting, defining and launching a second product offering with advanced capabilities and accelerating growth.

## **Founder & CEO, Kynyx**

San Jose, CA (Hybrid) | Jan 2022 – Mar 2024

- Bootstrapped and grew a multidisciplinary team to create personalised wellness solutions combining smart devices, behavioural science and expert content.
- Defined subscription-based business models, led investor engagement and executed go-to-market plans.
- Built interactive feedback systems enabling people to track and improve their physical and mental performance.

## **Consulting Specialist, Hopium**

Paris, France (Hybrid) | Sep 2022 – Feb 2023

- Served as strategic advisor to the CEO of a Paris-based automotive startup, shaping the company's technical vision, product strategy and investment roadmap.
- Evaluated vehicle technology concepts, assessed engineering feasibility and produced cost and development forecasts for investor presentations.
- Collaborated with design and product leadership to craft the end-to-end customer experience, ensuring that modern mobility goals were reflected in every touchpoint.
- Conducted deep technical sessions with engineering teams to define system and vehicle architecture, aligning long-term innovation with immediate development capabilities.
- Merged strategic insight with technical leadership to position the company for sustainable, differentiated growth in a competitive automotive landscape.

## **Senior Vice President of Engineering, Lynq**

San Francisco Bay Area (Hybrid) | Oct 2020 – Apr 2022

- Delivered encrypted, infrastructure-free communications enabling long-range, device-to-device messaging and geolocation without cellular or Wi-Fi.
- Pivoted the company to defence and government markets while preserving consumer-friendly design.
- Developed business strategies to deliver communication to automotive V2V and V2X

## **Smart Machines Division (Samsung Group)**

Global (San Jose, CA / S Korea / Munich) Jun 2019 – Oct 2020

- Directed development and architecture of Samsung vehicle computer vision for autonomous driving, unifying silicon, firmware and CV for seamless vehicle integration.
- Drove design cycles in fast-paced environments, upholding Samsung's quality and reliability standards while shortening time-to-market.
- Introduced development processes and KPIs that accelerated innovation without sacrificing user experience.

## **Vice President, Digital Systems, NIO**

Global (San Jose, CA / Shanghai / Munich) | Oct 2016 – May 2019

- Managed a 90-person engineering organisation across three continents, aligning teams behind a unified technical vision.
- Presented at board meetings, drove supplier negotiations, and represented engineering during NIO's IPO on the NYSE.
- Articulated NIO's ten-year technology roadmap to investors and audiences of over 20 000, helping build a world-class automotive brand.
- Delivered on phase 1 and phase 2 of NIO's vehicle architecture platform, OTA, security, diagnostics and vehicle controls.

## **Director, Digital Systems, NIO**

San Jose, CA, London UK | Mar 2016 – Oct 2016

- Defined organisational structures and technical strategies as one of the first engineering leaders hired.
- Conceptualized and developed a cost- and time-saving automotive network architecture that improved reliability and cybersecurity.
- Recruited senior engineering talent and established a culture of communication and execution excellence.

## **Firmware Manager & Firmware Engineer, Tesla Motors**

Palo Alto, Fremont, CA | Oct 2011 – Mar 2016

- Developed firmware for the Model S gateway and other ECUs, laying the foundation for Tesla's over-the-air update ecosystem.
- Redesigned the firmware and hardware for the new Model S door handle in 12 weeks.
- Promoted to Firmware Manager, leading a 20-engineer organisation delivering 18 concurrent projects—including Model X falcon doors, air suspension, security systems and a pioneering BLE key fob for smartphone-enabled vehicle control.
- Established scalable development processes, risk-management frameworks and governance structures supporting Tesla's rapid growth while maintaining quality and safety.

## Earlier Experience

- **Senior Software Engineer, Leopold Kostal GmbH & Co. KG (Jun 2003 – May 2010):** Designed embedded systems for Jaguar, Land Rover, Ford, BMW and Volvo; introduced Jaguar's first shift-by-wire gear selector. ISO26262 safety critical product development and production.
- **Software & Electronics Engineer, Deans Systems (Jul 2001 – Jun 2003):** Owned full-cycle embedded control-system design; instituted version control and validation practices; built prototype PCBs and collaborated directly with OEM clients.

## Education

**Master of Engineering (MEng), Electronics with Optoelectronic Systems** — University of Hull, UK (1996 – 2001)