John Buttery

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Professional Summary

Industrial technology specialist with more than 30 years of experience across AI pedestrian detection, collision avoidance, proximity warning, autonomous industrial vehicles, machine control, geospatial data and litigation support. Began his career in litigation support, managing cases for a testifying economic expert in automotive franchise disputes, and has since worked with manufacturers, dealers and end users to evaluate, deploy and support safety and positioning technology on forklifts, construction equipment and mining fleets across North America, Latin America, Europe, the Middle East and Africa. Author of three books on industrial safety technology.

Areas of Expertise

- AI pedestrian detection and collision avoidance systems for industrial vehicles
- Availability, feasibility and standard of care for proximity warning technologies (camera AI, RFID, radar, UWB)
- Equipment visibility, blind spots and sensor coverage on forklifts and heavy mobile equipment
- Technology selection, pilot design and deployment in manufacturing, construction and mining
- Dealer, distributor and channel practices in safety and positioning technology
- Market studies and economic analysis supporting litigation

Professional Experience

CEO, Riodatos LLC

Tucson, Arizona · 10/2019 to Present
Industrial safety technology company

- Evaluates and matches AI pedestrian detection, proximity warning and RFID technologies to fleet requirements in manufacturing, construction and mining
- Developed the RioV360 AI pedestrian detection system, managing hardware sourcing, configuration, wiring specifications, user documentation and firmware support
- Provides advisory consulting on fleet safety technology selection, covering site assessment, pilot design, installation and post-deployment support
- Built a dealer and integrator program supporting deployments in the Americas, Europe, the Middle East and Africa

International Key Account Manager, Blaxtair (Arcure SA)

Paris, France (remote) · 1/2025 to 9/2025
AI-based pedestrian detection systems for industrial vehicles

- Managed international channel partners and strategic accounts for AI-based pedestrian detection
- Directed pre-sales engineering, product demonstrations and pilot projects in complex industrial safety deployments
- Led partner training, onboarding and field enablement programs

Channel Sales Manager, Cyngn, Inc. (Nasdaq: CYN)

Menlo Park, California (remote) · 7/2024 to 11/2024
Autonomous industrial vehicles

- Designed and launched the Cyngn Partner Program in under three months
- Built dealer demonstration events and application-specific tools for manufacturing and logistics customers
- Delivered on-site technical presentations to manufacturing and logistics clients

Senior Business Development Executive, NCTech Imaging

Edinburgh, Scotland (remote) · 7/2023 to 6/2024
Street-level imagery, LiDAR and AI asset extraction

- Led U.S. market entry for street-level imaging, LiDAR capture and AI geospatial data extraction services
- Prepared 40+ technical and pricing proposals for state and local government and engineering firms

Associate Vice President, Channel, Wejo Limited (Nasdaq: WEJO)

Manchester, England (remote) · 11/2022 to 7/2023
Connected and electric vehicle data

- Launched a channel product in 120 days, including partner enablement, training, documentation and go-to-market
- Managed the Esri relationship and aligned partner product roadmaps for a SaaS/DaaS connected-vehicle data platform on AWS and Azure
- Led cross-functional teams developing products for a major software partner

Channel Sales Manager, Machine Control, Hemisphere GNSS

Scottsdale, Arizona · 1/2022 to 10/2022
Precision positioning receivers, RTK correction and machine control

- Developed dealers and OEMs across western Canada, the U.S., Mexico and South America for 3D machine control on heavy construction equipment
- Introduced dealer certification programs and structured technical training

- Worked with product management on new technology development and field testing for major clients
- Created a machine control program for Volvo CE dealers in Canada

Regional Sales Manager, Mexico and Western U.S., Topcon Agriculture

Livermore, California (remote) · 10/2018 to 1/2022
Precision auto guidance, machine control and RTK correction

- Built a bilingual dealer and OEM network in Mexico and the western U.S. for precision guidance systems
- Designed and launched an OEM and Dealer Partner Program and established a Dealer Council
- Supported dealer demonstrations, end-user meetings and industry events

Manager, Software Development, Sunquest Information Systems

Tucson, Arizona · 7/2017 to 10/2018
Laboratory information software

- Managed 17 software engineers implementing laboratory software products
- Oversaw 150+ simultaneous software projects, resolving technical issues and approving scope changes
- Improved monthly project delivery from 45% to 85%

President, Anivax

Tucson, Arizona · 6/2015 to 3/2017
Biologics startup developing a poultry vaccine against Campylobacter jejuni

- Recruited through the University of Arizona Tech Launch program to commercialize university vaccine research
- Licensed four patents from the University of Arizona and Arizona State University
- Signed eight confidential disclosure agreements with global animal health manufacturers
- Managed USDA regulatory matters and coordinated daily with the scientific team

Vice President, Business Development, Natural Resources GIS

Santiago, Chile · 1/2010 to 4/2015
GIS, remote sensing, satellite imagery and LiDAR for mining and exploration

- Delivered geospatial solutions for major mining companies including Anglo American, Barrick Gold, BHP, CODELCO, Minera Escondida, Antofagasta Minerals, Lundin Mining and CAP
- Developed LandSIG, a geographic database for the Chilean mining sector
- Built 50+ mobile applications and hundreds of intranet sites for field data collection, navigation and satellite imagery

- Managed cartography and data conversion teams, with a focus on coordinate systems, datums and projections
- Certified iOS and Android developer and instructor

Consultant, InduraPower

Tucson, Arizona · 9/2008 to 1/2010
Lithium-ion smart batteries for motorcycles and automobiles with an advanced battery management system

Manager, Strategic Alliances, Major Clients, DigitalGlobe

Tucson, Arizona (remote) · 1/2008 to 9/2008
High-resolution satellite imagery and geospatial data

- Managed the company's six largest accounts, including Microsoft, Esri, Oracle, Autodesk, MapInfo and AON
- Advised system integrators and enterprise clients on satellite imagery and LiDAR applications

President, SkiView

Tucson, Arizona · 9/1999 to 10/2007
Out-of-home advertising network at ski resorts

- Owned and operated more than 5,000 display advertisements at 150 ski resorts in the U.S. and Canada
- Advertising clients included AT&T, General Motors, Butterfinger, ChapStick and TAG Heuer

President, BLR Data

Tucson, Arizona · 5/1991 to 7/1999

- Built and led a geographic data company to more than 100 employees
- Conducted market studies using Multiplicative Competitive Interaction (MCI) models

Case Manager, The Fontana Group, Inc.

Tucson, Arizona · 1987 to 1991
Economic and automotive consulting firm providing expert testimony in dealer and manufacturer disputes

- Managed litigation support cases for a testifying economic expert in automotive franchise litigation, including add-point protests, relocation protests, franchise terminations and distribution disputes
- Developed case strategy with counsel and the testifying expert, and drafted interrogatories, document requests and deposition questions
- Prepared market studies and economic analysis of dealer performance, market penetration and the competitive impact of proposed dealership changes

- Built market forecasting models and spatial analysis using census-tract demographics and purchasing data
- Produced exhibits, maps and statistical charts for expert reports and testimony

Selected Consulting Engagements

Machine Control & Precision Positioning Market Analysis

2025 · Confidential Client · Geospatial Technology

Provided strategic market analysis of satellite positioning, surveying equipment, and machine control technologies used in construction and agriculture. Examined competitive dynamics, leading manufacturers, market positioning, geographic differences, and product differentiation. Addressed distribution strategies, customer purchasing considerations, and the technologies influencing adoption of precision positioning and automated machine guidance solutions.

Machine Control & Distribution Channel Analysis

2024 · Confidential Client · Construction Technology

Evaluated the machine control market, with emphasis on distribution structures, dealer networks, and manufacturer relationships. Examined the commercial processes involved in bringing precision positioning and machine guidance technologies to construction and agricultural equipment customers. Addressed product positioning, distribution strategies, channel development, and competitive factors influencing purchasing decisions.

High-Precision Positioning Software & Technologies

2024 · Confidential Client · Geospatial Technology

Provided industry analysis of high-precision positioning software and satellite positioning applications in construction and agriculture. Examined the relationship between satellite positioning, correction services, receiver hardware, and machine control systems. Addressed technology differentiation, customer applications, competitive positioning, and the evolving requirements for accurate and reliable positioning in professional equipment markets.

Technology Market Research & Competitive Assessment

2024 · Confidential Client · Industrial Technology

Contributed industry expertise to a confidential technology market assessment focused on competitive positioning and commercial considerations. Examined the factors that influence industrial technology purchasing decisions, including product differentiation, distribution channels, supplier relationships, customer requirements, and long-term market opportunities.

Strategic Industry & Technology Advisory

2024 · Confidential Client · Industrial Technology

Provided independent industry perspectives to support technology market research and business strategy evaluation. Contributed experience in technical product commercialization,

industrial equipment markets, manufacturer and dealer relationships, and the commercial challenges associated with introducing specialized technologies into established markets.

Precision Positioning Receivers & Systems

2023 · Confidential Client · Geospatial Technology

Provided technical consulting on satellite positioning receivers and precision positioning technologies. Examined receiver capabilities, positioning accuracy, technical specifications, and applications in surveying and geospatial measurement. Addressed receiver technology differentiation and the performance considerations associated with professional-grade satellite positioning solutions.

Agricultural Weighing Systems & OEM Market Development

2022 · Confidential Client · Agricultural Technology

Provided technical and business development consulting involving agricultural weighing technologies, including weigh bars, load cells, electronic scales, and weighing systems for livestock feed mixers. Supported expansion into the Mexican agricultural equipment market by identifying OEM opportunities, establishing relationships with senior manufacturing executives, coordinating technical and commercial meetings, and facilitating discussions concerning equipment integration, product performance, supplier capabilities, and long-term manufacturing partnerships.

Education

- **MBA, Marketing**, University of Arizona, 1989
- **BS, Finance**, University of Arizona, 1987 (four-year athletic scholarship, golf)

Publications

Industrial Safety

- Buttery, J. (2025). *Preventing Pedestrian Collisions.* Independently published.
- Buttery, J. (2025). *AMR Roadmap: 30 Steps to a Successful Implementation.* Independently published.
- Buttery, J. (2025). *AI-Powered Safety: Streamlined EHS Operations for Managers.* Independently published.
- Buttery, J. *Evaluating Pedestrian Detection.* Forthcoming.

Other Publications

- Buttery, J. (2025). *Buying Real Estate in Mexico: Top Six Coastal Cities for Investment.* Independently published.
- Buttery, J. (2025). *The Comparison Trap: Breaking Free from the Illusion of a Perfect Life.* Independently published. Out of print.
- Buttery, J. (2025). *The Prime of Your Life: Unbreakable Confidence After 50.* Independently published. Out of print.

- Buttery, J. (2025). *Retire in Mexico: Your Guide to Paradise.* Independently published. Out of print.
- Buttery, J. (2025). *Your Relevance: Invisible No More: How to Stay Relevant at Work After 50.* Independently published. Out of print.

Articles

Author of more than 300 articles on pedestrian detection, collision avoidance and industrial safety technology, published at riodatos.com and LinkedIn. Full list available on request.

Prior Testimony

No trial or deposition testimony in the past four years.

Disclosure

Mr. Buttery is CEO of Riodatos LLC, which sells and supports industrial safety technology, including AI pedestrian detection systems.