



JIM BODDY

MECHANICAL ENGINEER
AND SMALL BUSINESS OWNER

"I WAS ALWAYS EXCITED TO GET TO WORK AND SEE WHAT WE COULD BUILD."

When Jim was presented with an opportunity to buy an expensive machine for his business or to build it himself, he took on the challenge. His team assembled the first machine to produce peel and stick air bills for FedEx.

WHAT IS YOUR UNIQUE GENIUS?

"My unique genius is the ability to have a bunch of technical knowledge about a subject, but still communicate that knowledge to a wide diversity of people."

HOW DID YOU BECOME INTERESTED IN THIS CAREER?

"I became interested in engineering at an early age. My father was a very good student, he had seven college degrees, four of which were engineering degrees. I had a lot of aptitude for math and science and it was pretty much determined at an early age that I would pursue an engineering degree."

"It's about the journey, not about the destination."

IN WHAT WAYS IS YOUR CAREER A PERFECT FIT FOR YOU?

"It allows me to be very self directed, which I enjoy. It gives me a lot of authority over my job details and makes me an expert in the field I'm working in. I always want to know the most I can and that engineering background helps."

It gives me a lot of flexibility. When you have a technical background and technical talent, especially at a smaller company, you can dictate when you want to work and how you want to work."

WHAT DOES A DAY IN THE LIFE LOOK LIKE?

"A day in the life for me on the job was always grabbing something new out of a bag. There were problems I had to fix or there were customers that had questions or just wanted to see me. I did a mixture of both engineering and sales so that I was involved with entertaining clients which was a great thing to do."

WHAT SKILLS DOES IT TAKE TO BE SUCCESSFUL IN YOUR JOB?

"You need to be a person who people want to spend time with. I know that sounds silly, but being someone who is liked is super important in industry. With that you need a strong technical background so when you arrive and people are happy to see you, you can also solve their problem."

WHAT DO YOU WISH YOU KNEW WHEN YOU WERE YOUNGER?

"It's not about the solution to a problem—it's about how you get there. Even though I have an engineering degree, I rarely use the exact solutions to problems I did in school. It's all new things I'm learning but I'm able to learn them because I taught my brain how to do that in school."

WHAT'S IN YOUR PORTFOLIO?

"My portfolio is pretty varied. I have technical skills like explaining to people what's going right or wrong with a process. I'm fairly environmentally conscious and that's something that I'm proud of. We manufactured a product for CVS that has saved about 15 million pounds of landfill."

WHAT IS THE COOLEST PART OF YOUR JOB? WHAT IS THE MOST CHALLENGING PART OF YOUR JOB?

"The coolest part of the job is when there is a crisis and I could say my team can do this. We would deliver the product on time and that would build a relationship. It's great to have a crisis and come through—you don't always succeed, but you can enjoy the process of trying to be superman."

The most challenging part is when our company starts to grow and it becomes difficult to maintain deep relationships with each and every employee."

"My team would love seeing all the different products we would make go out in the world. We'd be at a store and see something we made—it just made us feel good."

WHAT IS THE ONE THING THAT PEOPLE DON'T KNOW ABOUT YOUR FIELD/JOB?

"There's a stereotype that engineers are introverts. Sometimes people are put into roles, like business man or accountant, and it's important that people learn about the individual person. Just because someone is labeled as something doesn't mean they fit in that category."

WHAT WAS A DEFINING MOMENT IN YOUR LIFE?

"The defining moment of my career would be when my wife and I took the plunge to start the company. I had a good job at the time, but we borrowed money and started the company—it was probably the most momentous decision of my career."