



DAVE GERL

Operational Improvement · Asset Management · Practical AI

Dave Gerl helps small and midsize manufacturers improve how work moves across their operations. With nearly two decades spanning industrial operations, operational technology, workflow automation, SaaS and business development, he works between frontline teams, technical specialists, business leaders and the systems they rely on. **His approach starts with how work actually happens** — finding where information, ownership and decisions become disconnected, then introducing practical processes, automation, AI assistance and lightweight tools that **improve execution**.

IDEAL CLIENTS

Small and midsize manufacturers experiencing:

- Excessive reactive maintenance and unexpected downtime
- Critical knowledge held by only a few employees
- Work managed through email, spreadsheets, texts and side conversations
- Inconsistent processes between people, shifts or facilities
- Limited visibility into asset condition, work status and operational risk
- Manual reporting, data entry and administrative follow-up
- Difficulty turning operational data into useful decisions
- Interest in AI without a clear, practical starting point

AREAS OF SUPPORT



ASSET MANAGEMENT & RELIABILITY

- Asset registers and equipment hierarchies
- Asset criticality assessments
- Maintenance strategy development
- Preventive and condition-based planning
- Failure and downtime analysis
- Critical spare-parts reviews
- Operator and technician knowledge capture
- Capital replacement prioritization
- CMMS and technology readiness



WORKFLOW IMPROVEMENT

- End-to-end workflow diagnostics
- Process mapping and future-state design
- Roles, responsibilities and handoffs
- Work-request and approval processes
- Operational dashboards and visibility
- Reduction of rework, delays and manual coordination



PRACTICAL AI & AUTOMATION

- AI-assisted knowledge capture
- Voice-to-form and voice-to-workflow tools
- Document and maintenance-record analysis
- AI-supported inspections and assessments
- Automated reporting and follow-up
- Decision-support tools
- Lightweight internal applications
- Integration of existing operational systems

FEATURED SEMINAR

FLAGSHIP SESSION

Managing the Assets That Run Your Business

A practical seminar for manufacturers seeking to reduce downtime, control maintenance costs and extend equipment life.

- Identify and organize operational assets
- Determine which equipment is truly critical
- Select the right maintenance strategy per asset
- Capture key operator and technician knowledge
- Improve maintenance requests and work management
- Use operational data to prioritize action
- Identify practical uses for AI
- Build a focused 90-day asset-management plan

Delivery formats: public industry seminar · private leadership session · interactive company workshop · first stage of an asset-management improvement program

 ENGAGEMENT OPTIONS

1

SEMINAR

A focused educational session introducing practical methods, examples and improvement opportunities for executives or teams.

2

DIAGNOSTIC

A short assessment of one workflow or challenge: current state, friction points, risks and a recommended next step.

3

DESIGN SPRINT

A practical future-state process — roles, information, decision points, automation opportunities and a roadmap.

4

PILOT

A focused implementation using real operational work to prove value before expanding.

5

IMPLEMENT

Deployment through process change, automation, connected information, AI assistance and lightweight software.

 WORKING PHILOSOPHY

- Start with the work, not the software
- Improve one consequential workflow at a time
- Use existing systems wherever practical
- Introduce AI only where it improves the outcome
- Keep people involved where judgment and accountability matter
- Build working improvements, not recommendation decks
- Measure cycle time, lost work, visibility, rework and adoption

 INTRODUCTIONS

- Manufacturing owners and presidents
- Plant and operations managers
- Maintenance and reliability leaders
- Engineering managers
- Continuous-improvement / operational-excellence leaders
- Industry associations and manufacturing networks
- Economic-development organizations
- Technology and service providers supporting manufacturers

 RECOMMENDED INTRODUCTION

Dave helps manufacturers improve asset management and operational workflows using practical process design, automation and AI. He offers seminars, focused operational diagnostics and hands-on improvement programs for organizations that want better reliability and execution — without beginning with a major software project.

**Dave Gerl**

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