



Tim Reed – Vice President of Tooling & Automation

Tim is responsible for leading the Die Tooling Team at the ArtiFlex Tooling locations in Grand Rapids, as well as the Automated Equipment Team at the ArtiFlex Automation Group. His core goal is to ensure the development of a high performing team by focusing on safety and execution. With this philosophy, he and his team provide world-class solutions to customers in a timely fashion. Tim emphasizes the importance of quality, efficiency, and precision when leading his teams.

With over 25 years of experience in the tooling and engineering realm, Tim has an excellent background of knowledge to grow the ArtiFlex business and his team as Innovative, Problem-Solving, Partners. He served as a Tooling Engineer, Program Manager, and Director of Engineering before obtaining the role of General Manager. With many great successes, he has been a key part of developing the ArtiFlex into the strong organization it is today.

Major Accomplishments and Milestones:

- Bachelor of Science in Mechanical Engineering from GMI Engineering and Management Institute
- Master of Science in Engineering Management from Western Michigan University
- School Board member for 9 years (President, Vice-President and Trustee)
- AYSO Board member and referee
- Former Jaycees Member, Treasurer until aging out of Jaycees Youth leader and Sunday school teacher for church