



Marcel Singleton
“Mickey”
Cambridge, Mass.

Post-Brooks education: B.S., electrical engineering, Massachusetts Institute of Technology

- Instructor certification, Touch for Health Foundation

Career:

- Systems engineer → marketing engineer → sales engineer → Value Engineering Alliance owner
- E-Commerce entrepreneur

Open Essay

Brooks provided me with an enjoyable, rewarding experience in general and an excellent environment in which to get comfortable dealing with all types of people and hone my do-what’s-necessary-and-sufficient to efficiently and effectively achieve my objectives *modus operandi* in particular.

My time there contributed to me becoming someone equally comfortable on a baseball diamond/gridiron/basketball court, in an inner city ghetto, corporate boardroom, country club, state-of the art lab or factory or foreign country. And I made great friends, several of whom I still see occasionally or communicate with via phone and/or email.

Upon graduating from Brooks, I obtained a bachelor’s degree in electrical engineering from M.I.T. and spent several years as a systems engineer working on the Navstar Global Positioning System, the Space Shuttle and the Trident Missile. Then after transitioning into marketing and sales engineering and spending several years as a marketing/sales engineer for GenRad and a technical sales specialist for the Machine Vision Products Group of Analog Devices’ Industrial Automation Division, I established my independent Value Engineering practice that specializes

primarily in the conceptualization, development, marketing, selling and implementation of machine vision solutions that lower the overall cost of labor intensive laboratory analysis and industrial manufacturing operations (assembly, inspection, test, control, identification, etc.) while achieving equivalent or enhanced levels of system/process performance and reliability.

Single and without kids, the majority of my time is spent addressing the technical marketing and selling requirements of the entities (typically small businesses, individual inventors, independent software developers, intrapreneurs and entrepreneurial professors) that comprise The Value Engineering Alliance.

Based in Cambridge, Massachusetts, I operate internationally, counting among my allies, clients and customers companies and individuals in Austria, Brazil, Canada, China, France, Germany, Great Britain, Hong Kong, Hungary, India, Ireland, Israel, Italy, Japan, Korea, Malaysia, Mexico, Singapore, Switzerland, Taiwan, Thailand and the Czech Republic.

On the e-commerce front, I am the creator and owner of NYC Wear and Gear, a line that consists of sundry gift items, garments and accessories, on some of which the distinctive trademarked logo of the line's Bona Fide New Yorker NYC lifestyle brand is featured. Of potentially special interest to my fellow Brookians are the "conceived in NYC, Made In Italy" premium retro basketball shoes/sneakers that I designed for folks like me who not only value products of superior quality but also favor that old-school flava. After introducing the sneakers late last year, I followed up by adding the green/black/white colorway featured in the video and sales page at <https://youtu.be/aFnTEOBsJwc> and <https://www.aliveshoes.com/shulemo-gb> respectively.