

## **W. Lyle Simonton, P.E.**

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### **Career Summary**

Experienced professional engineer in the fields of Business Development, Engineering Sales and Geotechnical Engineering. General responsibilities include:

- (1) Serving as Director of Business Development and chief marketer for a St. Louis-based geotechnical contractor that grew from a local deep foundation company to one performing ground improvement work in over 35 states with 3 satellite offices.
- (2) Serving as technical representative for a leading polymer-based geogrid manufacturer, which included giving over 70 presentations to engineers, contractors and agency officials regarding the benefits and applications of geogrids.
- (3) Submitting value engineering pavement design proposals on behalf of contractors in order to present a cost-effective alternative to the original design.
- (3) Planning and supervising all phases of subsurface investigations, including budget preparation, scheduling, field inspection, design analysis, and report preparation.
- (4) Construction inspection of shallow and deep foundations and retaining walls, including working with contractors to develop safe, cost effective, and practical means of installation.

### **Business Development/Marketing**

March 2006 – Present    Subsurface Constructors, Inc. St. Louis, MO

#### **Director of Business Development**

- Manager of all aspects of business development and marketing to help the company develop a national presence as a provider of ground improvement engineering and contracting.
- Technical representative responsible for educating engineers, contractors, and owners about aggregate pier ground improvement, including involvement with national industry committees with DFI and ASCE.
- In 13 years, the company went from a provider of deep foundations to the St. Louis region offering no ground improvement to having completed over 650 ground improvement projects in 35 states.
- Responsible for development of company marketing plan, including conference attendance, website and brochure development, social media and publication advertisement, and development of promotional materials.
- Responsible for development of all ground improvement projects from project planning up to the bidding stage, including working with engineers and contractors to help determine the best foundation solution.
- Responsible for hiring engineers to serve as business development managers in offices in three new regions (Boston, Cleveland, Minneapolis) and overseeing regional business development managers.
- Responsible for Subsurface Constructors' summer intern program, including interviewing candidates and hiring and mentoring interns.

Simonton Resume (Cont.)

**Representative  
Sales Experience**

March 2004 – February 2006    Tensar Earth Technologies, Inc.    Atlanta, GA

**Central Region Manager**

- Technical representative responsible for promoting the use of polymer-based geogrids for subgrade improvement, base reinforcement, and grade separation applications in MO, KS, NE, and Southern IL.
- Responsible for making sales calls and giving over 70 technical presentations to contractors, geotechnical and civil engineers, and state and local agency decision-makers regarding design and construction with Tensar geogrids.
- Responsible for managing the marketing, promotional, and travel budget for the territory, while coming in under budget for two consecutive years.
- Sales manager credited with growing the biaxial geogrid business by ten percent or more each year during tenure with Tensar, including receiving the Tensar Rookie of the Year and Circle of Honor awards for 2004 and 2005, respectively.

**Representative  
Project  
Experience**

June 1999 – March 2004                    Jacobs Civil, Inc.                    St. Louis, MO

**Geotechnical Engineer**

- Group Leader for the geotechnical investigation, analyses, and report writing for approximately 4 miles of new levee designed to provide 500-year flood protection to a new business park.
- Responsible for writing specifications for earthwork, drainage, and pavement improvements for taxiway improvements.
- Deputy Project Manager responsible for project management of a study undertaken to determine how best to remediate a damaged basin liner within an existing riverboat casino basin.
- Field engineer responsible for overseeing the construction of rock-socketed and soil-bearing drilled shafts, making field modifications, and approving payment quantities to the contractor.

**Other Work  
Experience:**

**Field Engineer**, Geotechnology, Inc., St. Louis, MO (Summer 1998)  
**Summer Assistant**, Woodward-Clyde, Overland Park, KS (Summer 1997)

**Education**

B.S. in Geological Engineering – University of Missouri at Rolla, 1997  
M.S. in Civil (Geotechnical) Engineering – University of Illinois, 1999

**Registration/  
Certification**

Registered Professional Engineer in Missouri, 2003  
OSHA 10-Hour Safety and Health Principles Certificate

**Affiliations/  
Achievements**

Member – American Society of Civil Engineers  
ASCE St. Louis Section – President 2017-2018  
ASCE St. Louis Section Geotechnical Committee Chairperson  
Geo-Institute Soil Improvement Committee (2007 to present)  
Deep Foundations Institute Ground Improvement Committee (2007 – present)  
1 of 22 engineers selected company-wide to be in Jacobs Civil “EDGE”  
Leadership/Management Training Program