

Joaquin Abondano

Chief Operating Officer

Consumer products · Global supply chain · AI operations

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PROFILE

Public-company COO and consumer-products co-founder with experience across manufacturing, global supply chain, ecommerce, wholesale, and finance operations. Led consumer hardware from category selection through certification and retail launch. Implements ERP and AI workflows with human approval for consequential decisions.

EXPERIENCE

Chief Operating Officer

2023 to present

Innovative Eyewear Inc. / Lucyd (NASDAQ: LUCY)

- Lead manufacturing, global supply chain, ecommerce, wholesale, and finance operations.
- Led Lucyd Armor from category selection and product design through factory sourcing, safety certification, and retail launch. Product recognized with the Red Dot Design Award and NHPA Retailer's Choice Award, 2026.
- Implemented NetSuite ERP and built AI workflows for order intake, invoicing, EDI, drop-ship fulfillment, reconciliation, and reporting. Humans retain approval over money and customer-facing decisions.

Company context: Revenue grew 63% in 2025 and 74% in Q2 2026, with 12 consecutive quarters of year-over-year growth through Q2 2026. Distribution across 27+ countries and 400+ retail locations.

VP Product & Supply Chain

2021 to 2023

AMZTOTAL

Led product and supply chain for an Amazon-native consumer products portfolio, including sourcing, category strategy, and operating systems.

Co-founder & VP Product

2008 to 2022

Groovy Toys

- Generated \$20M+ in cumulative gross revenue over the ownership period, without outside capital. Developed 500 consumer products across mobile apps, multiplayer games, and IoT hardware.
- Shipped through Walmart, Target, Amazon, and Canadian Tire; ran the group's ecommerce arm serving Best Buy and Macy's. Operated across Hong Kong, Colombia, and Florida.

Business Development

2005 to 2008

Millbrook Ventures

Secured Environmental Impact Statement approval for a \$1.2B mixed-use development. Built DCF valuation models and investor pitch books for hedge fund partnerships.

EDUCATION

Purdue University · BS Management, minor in Finance · 2002 to 2005

SKILLS & LANGUAGES

Consumer hardware · China manufacturing · Global logistics · Product development · Safety certification · ERP / CRM · Ecommerce · Financial modeling · AI workflow design

English; native Spanish.