Trevor Blumenau, Founder & CEO

As a thought-leader, Trevor Blumenau is able to imagine and then create technology that revolutionizes whole industries. Trevor is a professional engineer with a master's degree in robotics from UC Berkeley and has 25 years of detailed research and design experience in warehouse/manufacturing processes, controls, and innovation.

Trevor founded Voodoo Robotics to modernize warehouse operations by leveraging modern technologies. Voodoo's first product, a next-generation Automated Storage and Retrieval System (ASRS) includes a web-based, real-time 3D interface and sophisticated modeling built in WDL, a Warehouse Design Language he invented . For companies not yet ready for full automation, Trevor designed and built a wireless Pick-to-Light system based on the Industrial Internet

of Things (IIoT). The Pick-To-Light system is supported by an optional cloud-based inventory management package called SKU-Keeper.

Prior to Voodoo Robotics, Trevor founded NuWeb, where he invented the foundational technology for all internet advertising measurement. NuWeb was subsequently acquired by Nielsen Media Research. With over 50 patents and patents-pending, Trevor is a proven innovator.