

Wesley LaPorte

Technical founder-operator • Inventor of a consumer-hardware category • Runs a 100+ vehicle, 200+ driver last-mile fleet • Builds production AI software

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SUMMARY

Founder and CEO who invented the UV-C phone sanitizer category, engineered every product, and scaled PhoneSoap to roughly \$70M revenue, 95 employees, and 4M+ units through eight national retailers and a hospital-validated medical line. Then built Happy Delivery, an Amazon Delivery Service Partner that was profitable in year one and now runs 100+ vans and 200+ drivers across two markets at \$10–12M/yr, and co-founded happyDSP.ai, the B2B SaaS platform that runs it — with an AI layer I design, spec, and ship on Anthropic's Claude Agent SDK and MCP. Named inventor on 18 patents. Published cancer-biomarker researcher before any of it.

EXPERIENCE

Happy Delivery LLC — Founder & Owner

2021 – Present

Amazon Delivery Service Partner (DSP) — two markets, 100+ vans, 200+ drivers, \$10–12M annual revenue

- Launched and scaled a last-mile delivery business to profitability in year one; now \$10–12M/yr with 200+ W-2 drivers and a 100+ van fleet running seven days a week across two markets.
- Run the operation against Amazon's weekly customer, safety, and delivery-quality metrics — a top performer in both markets — owning daily ops, dispatch, route planning, rescues, fleet, and driver performance.
- Own HR, payroll, and compliance end to end: FCRA, ACA, FLSA, TCPA, FMCSA (MCS-150, UCR), Utah labor law, I-9, 401(k) plan audits; built a corrective-action framework and work-hours compliance monitoring (rest, consecutive days, rolling 60/80-hour limits).
- Turned my own weekly scorecard-prediction spreadsheet, onboarding funnel, and daily-ops board into software features of happyDSP.ai (below) — the business is the first customer and proving ground for everything I build.

happyDSP.ai — Founder & Product Lead

2023 – Present

Multi-tenant B2B SaaS for Amazon DSP operators — TypeScript/React, MongoDB/Prisma, Redis, Twilio, Firebase, Stripe; AI on Anthropic Claude (Direct API + Agent SDK), MCP

- Own product end to end: customer discovery with DSP owners, specs, interactive prototypes, and Claude Code implementation prompts that are shipped to production.
- Designed the AI layer: an embedded Claude agent for all users plus a remote MCP connector for power users, both over one governed data-access layer with a five-layer PII-scrubbing pipeline; modeled on Anthropic's Slack connector.
- Shipped LLM features in production: pre-generated manager replies, a two-layer driver-sentiment pipeline (per-source extractors + deterministic weighted synthesis), no-show risk scoring, hybrid semantic search (relevance + recency decay), and AI auto-response inside the hiring pipeline.
- Built the core operations product: unified Daily Ops grid with audit-trailed cells and per-user column presets, scheduling with a two-phase Voluntary Time Off system, an applicant-tracking pipeline with Twilio SMS/email automation, a Scorecard Predictor, and a driver points/tokens/peer-ranking performance system with a nightly scoring job.
- Set up the business side: Stripe seat-based billing spec, Twilio A2P 10DLC ISV registration with per-tenant subaccounts, privacy/terms, IP assignment into the LLC.
- Currently building a production voice-AI interviewing agent for driver hiring with consent, recording-law, and bias-audit compliance designed in from the start.

PhoneSoap — Co-Founder, CEO (2012–2021) & Head of Product Engineering; Board Member (2021–Present)

2011 – Present

Invented the UV-C phone sanitizer and built the company that created the category — 4M+ units sold, ~\$70M peak revenue (2020), 95 employees, 18 patents

- Conceived the product in a BYU cancer-research lab, built the first prototypes, and validated demand with a 2012 Kickstarter that raised \$63K (3.5× goal) and the 2012 Rice Business Plan Competition's Best Sales & Marketing Award (best presenter of 42 teams).
- Engineered every product in the line — PhoneSoap 1/2/3, XL, Wireless, Go, Pro, HomeSoap, Med+, ExpressPro, AirSoap air purifier, SurfaceSoap wand — as named inventor on 4 utility and 14 design patents; managed industrial design, electronics, firmware, tooling, and certification.
- Ran contract manufacturing in China and Vietnam from NPI to mass production, and the global supply chain, allocation, and forecasting behind Target, Best Buy, Bed Bath & Beyond, Walmart, Staples, Amazon, QVC, OtterBox/AT&T co-branding, and EU/India distribution.

- Found and built the channels: first-year 22K units → Shark Tank (Season 6, 7.9M viewers; \$300K for 10% with Lori Greiner) → QVC (2,500 units in 8 minutes on debut; ~5 years on air) → national retail → Amazon bestseller with 28,000+ reviews (4.6★; 18,000+ five-star across Amazon and phonesoap.com).
- Created a medical device line (Med+ 2018, ExpressPro) with hospital validation — sponsored research agreement with Brigham and Women's Hospital/Harvard, a study agreement with Detroit Medical Center (Dr. Teena Chopra), a peer-reviewed CHLA/USC study (AJIC 2020: 98.2% pathogen reduction in one 30-second cycle, >99.99% in two) — and secured Medline as exclusive national medical distributor (2021).
- Scaled through the March 2020 demand shock (revenue ~20× year-over-year) by re-sourcing components and ramping two countries of production; grew 5× for full-year 2020 to ~\$70M and 95 employees, then managed the post-vaccine demand collapse and right-sizing.
- Led a 2017 private-equity recapitalization at a \$23M enterprise valuation; the company remains one of Shark Tank's most successful outcomes (ranked #13 all-time by lifetime sales, \$187M, 2023) and one of Lori Greiner's top three retail deals; Oprah's Favorite Things 2019 and 2021.
- Built and led a 95-person team across engineering, supply chain, marketing, sales, and customer service; ran quarterly customer-focused training for sales and support teams.

Earlier ventures — Co-Founder

2013 – 2017

Luma smart lamp (Kickstarter, \$224K from 1,501 backers, 2014) · *AromaRest sleep device* (President, 2014–17) · *Utah Bubble Sports* (rental business) · *Hot Potato restaurant* (sold to Sodalicious, 2016)

Brigham Young University — O'Neill Cancer Research Lab — Undergraduate Researcher

2010 – 2011

- 1,000+ hours developing ELISA assays around Thymidine Kinase 1 (TK1) as an early-detection cancer biomarker; first author on an abstract published in Cancer Research and presented at the AACR Annual Meeting 2011 (Cancer Res 2011;71(8 Suppl):798; DOI 10.1158/1538-7445.AM2011-798).

SKILLS

Product & Engineering: Consumer hardware design, NPI, DFM, electronics/firmware, certification (FCC/UL/CE), patents; product specs, prototyping, roadmap; SaaS product management

AI & Software: Anthropic Claude (Direct API, Agent SDK), MCP servers/connectors, prompt/eval design, PII governance; TypeScript, React, Node, MongoDB/Prisma, Redis, Twilio, Stripe; Claude Code, Cursor, Lovable

Operations: Last-mile logistics, fleet management, contract manufacturing (China/Vietnam), supply chain & S&OP, retail/e-commerce allocation, D2C, unit economics, HR/payroll/labor compliance

Leadership: Founder/CEO of a 95-person company; P&L owner of three businesses; board member; investor and retail negotiations (Shark Tank, QVC, Medline, PE recap)

EDUCATION & RESEARCH

Bachelor of Science (B.S.), Exercise Science — Brigham Young University, 2012

Certified Phlebotomist — Utah School of Phlebotomy, 2010

RECOGNITION

- Shark Tank Season 6 (2015) — deal with Lori Greiner; ranked #13 all-time Shark Tank company by lifetime sales (2023)
- Press: PhoneSoap featured on ABC's Shark Tank (plus Season 7 update), CNN, NPR, Fox Business, The Washington Post, TIME, Forbes, Good Morning America, NBC News/TODAY, and Oprah's Favorite Things; QVC on-air sell-outs
- Oprah's Favorite Things — 2019 and 2021
- Rice Business Plan Competition 2012 — Best Sales & Marketing Award; BYU Student Innovator of the Year finalist (2011)
- Languages: English, Portuguese (fluent), Spanish (conversational)

PATENTS

Utility (4): US 8,964,405 and US 9,339,576 — Portable electronic device sanitizer (the foundational PhoneSoap patents, 2015/2016) · US 10,744,215 — Systems and methods for sanitizing portable devices (2020) · US 10,384,032 — Systems and methods for managing ambient conditions (AromaRest sleep device, 2019)

Design (14): Sanitization cabinets D925,060 · D925,761 · D979,089 · D987,105 (HomeSoap) · Sanitization devices D925,762 · D925,763 · D978,373 (PhoneSoap Pro) · Air sanitizer D935,588 · D950,031 (AirSoap) · Hand guard D964,143 · D964,144 (SurfaceSoap wand) · Spray bottle D834,945 · D846,996 · D885,195 (PhoneSoap Shine)

International: 8 granted design registrations in Japan and Taiwan; PCT and national utility filings in EP, JP, CN, AU — 49 patent documents across 12 families, 2011–2021, named inventor on all