

Robert Ayers, Senior Analyst, Norris Associates Technologies, LLC



Because Accuracy Matters™

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QUALIFICATIONS Per FRCP 26(a)(2)(B)

I have forty five years of professional experience in management, business, finance, accounting, engineering, automotive technology, computer technology, and scientific research.

I was President and Chief Operations Officer of Golden Reflections, Inc., DBA Ayers Automotive Repairs in Santa Barbara, Ca. for forty five years before selling to a Fortune 500 company and retiring.

I currently hold the following licenses, training and certifications;

Magnet Forensics, Magnet Certified Video Examiner (MCVE)

I have completed the Computer Forensics Specialization course which includes,

1. Digital Forensics Concepts.
2. Windows OS Forensics.
3. Windows Registry Forensics

By Infosec on Coursera. My certificate was earned on November 21. 2022

State of California, Bureau of Automotive Repair Licenses;

1. Ca. Smog Check Inspector (continuous since 1974) License # 6420
2. Ca. Smog Check Repair Technician (continuous since 1974) License # 6429
3. Official Lamp Inspector/Adjuster License # 6420
4. Official Brake Inspector/Adjuster License # 6420

State of California Boater Education Certification

State of Arizona Boater Education Certification

Mobile Air Conditioning Society (MACS) certified in handling, recycling, and servicing CFC-12, HFC-134a, and HFO-1234yf refrigerants as required by Section 609 of the Clean Air Act

Automotive Service Excellence (ASE) certifications



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1. Certified Master Automotive Technician (continuous since 1979)
 - a. Engine Repair Certified.
 - b. Automatic Transmission & Transaxle Certified.
 - c. Manual Drive Train & Axles Certified.
 - d. Suspension & Steering Certified.
 - e. Brake Systems Certified.
 - f. Electrical & Electronic Systems Certified.
 - g. Heating & Air Conditioning Certified.
 - h. Engine Performance Certified.
 - i. Light Duty Vehicle Diesel Engine Certified.
2. Certified Master Automotive Machinist
 - a. Engine Cylinder Head Reconditioning Certified
 - b. Engine Block Reconditioning Certified
 - c. Engine Assembly & Inspection Certified
3. Certified Collision Technician
 - a. Non-Structural Analysis & Repair Certified
 - b. Mechanical & Electrical Components Certified.
 - c. Damage Analysis & Estimating Certified
4. Certified Service Consultant
 - a. Automobile Service Consultant Certified
5. Certified Truck Equipment Technician
 - a. Electrical & Electronic Systems Certified.
 - b. Auxiliary Power Systems Certified.
6. Certified Alternate Fuels Technician
 - a. Compressed Natural Gas Vehicle Certified.
7. Certified Maintenance & Light Repair Technician
 - a. Auto Maintenance & Light Repair Certified
8. Certified Master Advanced Level Specialist
 - a. Automobile Advanced Engine Performance Certified.
 - b. Electronic Diesel Engine Diagnosis Certified.
 - c. Light Duty Hybrid & Electric Vehicle Certified
 - d. Advanced Driver Assistance Systems (ADAS) Certified
9. Certified Parts Specialist
 - a. Automobile Parts Certified.
10. Certified Medium & Heavy Duty Truck Technician
 - a. Gasoline Engines Certified



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- b. Diesel Engines Certified
 - c. Drive Train Certified
 - d. Brake Systems Certified
 - e. Suspension & Steering Certified.
 - f. Electrical & Electronic Systems Certified.
 - g. Heating, Ventilation & Air Conditioning Certified.
 - h. Preventive Maintenance & Inspection (PMI) Certified.
11. Certified Undercar Specialist
- a. Exhaust Systems Certified.

I have earned the Accredited Automotive Manager (AAM) title through the Automotive Management Institute.

I have attended at least 25 Technical Training Seminars through Jendham, Inc. covering all facets of diagnosing, servicing & repairing all Domestic Automobiles as well as all Asian, European & other Imports.

I am a Certified Handicap Vehicle diagnostic & repair technician through Vantage Mobility Inc.

I have attended at least 250 Technical Training Seminars through Carquest Technical Institute covering all facets of diagnosing, servicing & repairing all Domestic Automobiles as well as all Asian, European & other Imports. I am certified as a Vehicle Security Professional (VSP) through the National Automotive Service Task Force (NASTF). This certification involved an extensive background check as well as becoming certified in two specialized courses, Vehicle Security Professional Certification and Secure Data Release Model (SDRM) Portal usage. This certification gave me the right and ability to access vehicle security data while diagnosing, repairing, replacing, and programming all computer modules and control modules as well as being eligible to receive key codes, PIN numbers, immobilizer reset codes as well as other information necessary on all vehicles including all Domestic vehicles, Asian and European vehicles as well as other imported vehicles.

I have studied Photography since I was 12 years old. I am a private Photographer and have taken many classes, including recently at Santa Barbara City College.



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My wife and I started and successfully operated a small business in Santa Barbara, Ayers Automotive Repairs. We performed all service and maintenance on many vehicles as well as specializing in diagnosing and repairing extremely hard-to-diagnose issues and problems. After successfully operating for almost 45 years, we sold our multi-shop business to a Fortune 500 company.

I hold a private pilot's license with approximately 500 hours of flight time. I earned a Professional Race Car Drivers' License through the Sports Car Club of America (SCCA)

I have been a member of the Automotive Service Councils of California at both the local level and at the State level. I served on the local Board of Directors in all capacities including President for multiple years. I served on the State Board of Directors and was President of the State Association in 1990 which was the 50th anniversary of the association.

I am a founding member of our local automotive association, the Independent Automotive Professionals Association in 2006 and have been a Board Member from 2018 – 2022 acting as Secretary.

I have served on the National Automotive Service Association (ASA) Mechanical Operations Committee from 1991 – 1993.

Our business, Ayers Automotive Repairs, was voted as the Motor Age "Shop of the Year" in 2005.

Our business, Ayers Automotive Repairs, has been a member in good standing of the Santa Barbara Chamber of Commerce and the Better Business Bureau from 1982 – 2021 when we sold our business.

I am currently studying Cloud Computing Security, Digital Footprint and Penetration Testing, Incident Response, and Forensics

Robert C. Ayers