



Executive Team

Tim Schnell, Founder, President and CEO

Tim Schnell is the Founder, President and CEO of Lucid Hearing, makers of advanced hearing aids and amplification devices. Formerly Hearing Lab Technology, Lucid built their reputation and business providing smart hearing aids Powered by Lucid’s adaptive dynamic range optimization technology.

Schnell began his career at Sam’s Club®, a division of Walmart Stores, Inc. (NYSE: WMT), in 1987. At the age of 25 he was promoted to divisional vice president. Schnell continued his career with Sam’s Club until 1997, directing all electronics division purchases for various hardline categories including office electronics, computer software, cellular, housewares and small appliances, music, pre-recorded video, and sporting goods.

“With the Lucid AMPED Audio neckband, I can watch the news AND hear the flight attendant.”

Prior to launching Lucid Hearing, Schnell founded Good Sportsman Marketing LLC, a manufacturer and seller of outdoor products, including surveillance and action cameras and hearing amplification and protection devices.

Schnell loves using his Lucid AMPED neckband while traveling between Lucid headquarters in Texas and his home in San Diego, Calif. Schnell serves on the board of directors for the SEAL Naval Warfare Family Foundation and the GSM Foundation that works to improve health and education sectors in marginalized communities in Tanzania.

An avid hunter, Schnell has traveled around the world pursuing his passion.

Gary Boyer, Director of Product Management

Gary Boyer is the Director of Product Management for Lucid, makers of advanced hearing aids, audio entertainment and amplification devices. He joined the company in April 2016. Boyer most appreciates being able to switch from music to calls to conversation with the touch of a button on his Lucid AMPED headphones.

“Lucid AMPED Audio Neckband allows me to be on the go AND in the moment with my family.”

Boyer was most recently the Senior Manager Member Services for Sam’s Club where he launched Sam’s Club Travel and partnerships with LegalZoom®, LifeLock® and TrueCar®. Prior to this role, he served as a buyer for the home audio/video, tablets, MP3 players, GPS devices, printers and ink lines with Walmart Stores.

Boyer has served as the International Sourcing Product Manager for Sela Products and as Director of Product Development/Marketing/Sales for Fourstar Group. He has also served as Vice President Sales/Marketing and Principal at Ferris Marketing Inc (FMI). Prior to joining FMI, he was a buyer of computer accessories for CompUSA.

Boyer joined Sam's Club as a buyer in computer accessories. He started his career at Walmart serving as an assistant store manager in 1994.

Boyer attended both the University of Arkansas and Missouri Southern State University.

Josephine Person LaFayette, Vice President Human Resources

Josephine Person La Fayette is the Vice President of Human Resources for Lucid, makers of advanced hearing aids, audio entertainment and amplification devices. She joined the company in August 2015 and is responsible for human resources, talent and organizational development and corporate communications. Her responsibilities include the critical role of recruiting and training the Lucid Certified Hearing Specialists in more than 500 Sam's Club Powered by Lucid Hearing Solution Centers.

Prior to joining Lucid, LaFayette was a human resources and diversity executive with JEL Consulting, a position she continues to hold. La Fayette has also served as a Senior Vice President of Human Resources for Professional Bull Riders Inc.

She started her career at Walmart in 1989 serving in various positions including Vice President of Human Resources and Diversity.

In her free time, she enjoys reading with her husband. She holds a bachelor's degree from East Carolina University in psychology.

"Hearing the sounds of my animals on AMPED Lucid Headphones immediately transports me out of work mode into the comfort of home."

Jeff Rutan, Chief Financial Officer

Jeff Rutan is the Chief Financial Officer for Lucid, makers of advanced hearing aids, audio entertainment and amplification devices. He joined the company in 2014 after having spent 23 years in finance and accounting.

Most recently, Rutan was the VP Finance and Controller for Hoak Media Corporation. In this role, he handled finance, human resources and risk management. Prior to this role, he served as controller for First Broadcasting.

Rutan held various roles with KPMG Audit ending his stint there as a senior manager. He was also an accounting supervisor for Liberty Media, part of the Fox Sports Network.

“My AMPED Lucid Headphones allow me to enjoy the game and be available to my two teenage sons for homework help - and motivation!”

Rutan most enjoys his AMPED Lucid headphones when listening to the Kansas City Royals game on mlb.com.

Rutan holds a bachelor’s degree in Accounting from Texas Christian University, M.J. Neeley School of Business.