

Bio - Lorin Ricker

Lorin Ricker is a seasoned technologist, team builder, and lifelong learner who brings more than fifty years of hands-on experience in software development, engineering leadership, and practical innovation to every conversation. Raised on the ranch lands of Oregon's Willowa Valley, he still carries the straightforward, problem-solving mindset of that country—practical, resilient, and grounded in real results. Today, as founder of **CoyoteThinking LLC**, Lorin helps small business owners, managers, and teams cut through the hype around generative AI and put the technology to work in clear, useful ways.

Lorin's technical journey began early. He earned a Bachelor of Science in Interdisciplinary Engineering from Purdue University in 1974, blending electrical and mechanical engineering with computer science, acoustics, and music. He followed that with a Master of Arts in Music Composition from the University of Portland in 1983. That unusual combination—rigorous engineering paired with creative discipline—has shaped how he approaches complex systems ever since: technically sound, human-centered, and often surprisingly elegant.

His career spans the full arc of modern computing. In the mid-1970s he helped design early microprocessor-based fire-alarm systems. At Electro Scientific Industries he moved from technical trainer to senior software developer and skunk-works leader. In 1986 he co-founded Evans & Ricker, Inc., where he and his partner built one of the nation's first web-based jail and inmate management systems—Lock&Track—pioneering the Software-as-a-Service model years before the term became common. The system served sheriffs' departments and state corrections

agencies across the country for nearly two decades. After a brief corporate detour, Lorin reacquired the assets, re-formed LockWorks LLC, and continued delivering mission-critical software until selling his interest in 2006.

He never stepped fully away from technology. At PARSEC Group he developed and taught a popular Ruby programming curriculum that grew into a full-stack developer bootcamp, as well as capacity-filled classes in VMS (OpenVMS) programming and system administration. Later, as Director of Software Engineering at Western Growers Association, he took a team of twenty developers out of silos, introduced Agile and DevOps practices, and built a culture of cross-training, collaboration, and shared ownership that produced stronger software, confident leaders, and effective developers.

What consistently sets Lorin apart is his servant-leadership style. He is known for being “tough on problems but easy on people.” Whether mentoring new programmers, troubleshooting complex systems, or guiding organizations through change, he focuses on empowering others. His philosophy of “Share it forward” shows up in everything from teaching Ruby classes to volunteering with the Employer Support of the Guard and Reserve, where he mediated workplace issues for National Guard and Reserve members.

Now back home in Joseph, Oregon, on a five-acre mini-ranch with his wife Dixie, Lorin has launched CoyoteThinking LLC specifically to guide small businesses through the generative-AI revolution. He draws on decades of real-world software experience, deep familiarity with today’s leading AI tools (ChatGPT, Claude, Grok, Gemini, and others), and a clear-eyed understanding of both their power and their limitations. In his workshops and consulting work he demystifies prompt

engineering, busts common AI myths, and shows participants exactly how to get reliable, practical results without needing a computer-science degree.

Lorin is equally comfortable behind a piano, in a saddle, or in front of a room full of business owners. He still plays music, works with horses using “whisperer” methods, and enjoys mentoring the next generation. He and Dixie raised two daughters, hosted exchange students from around the world, and are proud grandparents. That same warmth and patience he brings to family and friends carries into every workshop, consultation, and conversation.

If you’re a small-business leader, manager, or professional who wants to move past the AI headlines and start using generative tools with confidence, Lorin Ricker is the guide you’ve been looking for. Approachable, authoritative, and genuinely invested in your success, he turns complex technology into clear, actionable advantage, one practical conversation at a time.