

STEVE FREELAND

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Enthusiastic leader with diverse skill set developed across multiple functional areas

Accomplished leader with core competencies in data analytics, data management, marketing, sales, operations, project management, and strategy development. Motivated with a high attention to detail. Business lead in multiple large IT projects. Skilled in maximizing relationships and leading exceptional teams.

- **Collaborative and Cross-Functional Leader**
- **15+ Years' Sales and Marketing Leadership**
- **10+ Years' Experience in Data Analytics**
- **Strong Analytical / Problem-Solving Skills**
- **Large Scale Systems Integration Experience**
- **Ability to Quickly Learn New Software, Processes**
- **Supervisory Experience (Direct Reports)**
- **Highly Proficient in MS Office / Analytical Tools**

PROFESSIONAL EXPERIENCE

MICHIGAN STATE UNIVERSITY, Detroit, MI

Student – MSU Data Analytics Boot Camp

2020 to Present

Course content includes Python, JavaScript (D3.js, Leaflet.js), HTML5/CSS, API Interactions, SQL, Tableau, Fundamental Statistics, Data Visualization, Machine Learning, R, Git/GitHub, and more. Over the course of six months this rigorous program provides students with the knowledge and skills needed to conduct robust analytics on a host of real-world problems.

GENERAL MOTORS COMPANY, Detroit, MI

Order Fulfillment Allocation Manager

2018 to 2019

Managed vehicle allocation activities for all North America divisional brands assigned. Provided support for regional distribution departments.

- Worked closely with IT to improve inventory and order management applications and processes
- Exceeded required allocation volume commitments for production based on strong working relationship with extended business team
- Counseled sales and dealer network around special product allocation opportunities

Innovation Operations Analyst

2015 to 2018

Led several executive level planning forums and workshops in support of General Motors future technology and innovation development. Enabled smooth operation of a global team in a continuously changing space.

- Developed robust and strategic technology roadmaps based on consumer insights
- Led weekly Innovation Planning Call with global colleagues to discuss new technologies and strategies
- Created team SharePoint site, based on recognition of need for a repository of global business records

Global Portfolio Planning Analyst

2011 to 2015

Managed multiple projects in support of General Motors Global Portfolio Planning activity. Responsible for successful execution of key analytical and administrative functions supporting the entire Planning team.

- Provided business side leadership to IT for development and launch of Portfolio Planning application
- Led several studies in market analysis, consumer demand, and brand fit for future vehicle portfolio
- Created well-received reference guides for each automotive segment, comprehending deep dive metrics around sales, market share, competitive intelligence, and consumer behavior data

Assistant Brand Marketing Manager**2009 to 2011**

Responsible for the execution of strategic activities in support of the OnStar brand. Leveraged subscriber data and customer preferences to develop insights around crucial target market opportunities.

- Increased subscriber retention rates through development and execution of creative go-to-market campaign and communication strategies

Global Business Conditions Manager**2008 to 2009**

Analyzed and reported key metrics relating to General Motors global sales activity, focusing on sales, market share and general business performance.

- Provided analysis and reporting of preliminary monthly results to CEO and Automotive Strategy Board

Senior Staff Assistant**2007 to 2008**

Facilitated the effective operation of a large multi-disciplinary staff of 150 by assisting the executive director responsible for Global Market & Industry Analysis in communications, business management, and the conduct of departmental operations. Leveraged cross-functional team building strengths to achieve key objectives.

- Supported Investor Relations team in preparation of quarterly review presentations

Reporting & Internal User Systems Manager**2004 to 2007**

Managed all user support activities for North America vehicle sales analysis, including report creation and distribution, communications, and training. Supervised team of four analysts.

- Provided business side leadership to IT for development and launch of the North America Sales Reporting web-based application, which standardized and automated all sales and stock reports delivered to leadership and field personnel
- Developed and executed live corporate / field training upon deployment of sales reporting application

EDUCATION

Master of Arts (MA), Advertising / Marketing Michigan State University, East Lansing, MI

Bachelor of Arts (BA), Advertising / Communications Michigan State University, East Lansing, MI

LICENSES & CERTIFICATIONS

Getting Started with Power BI Desktop Coursera, Issued August 2020

Getting Started with Python University of Michigan, Issued July 2020

Introduction to Structured Query Language (SQL) University of Michigan, Issued June 2020

AWARDS

- Multiple GM recognition Achievement Points for Technology Planning Support (2017-2018)
- TeamGM Recognition Award for Leadership in Launch of Global Portfolio Planning Application (2014)
- Executive Director Award for successful launch of North America Sales Reporting Application (2007)
- Chief Information Officer Award for Saturn Implementation Project (2006)
- Nominated for General Motors Chairman's Honors Award for developing plan to address Oldsmobile Phase-Out Goals (2001)