

DIGITAL TRANSFORMATION EXECUTIVE

Executive digital and information technology leader in consumer-centric businesses, deploying business transformation and innovation, enabled by data & technology. Extensive experience in solution development based on advanced digital technologies with deep experience in defining strategic growth opportunities, pursuing corporate development agendas, driving large-scale commercial change and delivering against business transformation programs across multi-brand sectors.

- Creative, passionate and structured thought leader who thrives in transformational initiatives in the digital age, at the intersection of the consumer, brand and technology.
- Partner with CEO, CFO, CSO, CIO and other C-suite executives to enable and accelerate the right business models, strategies, product innovation and services operations.
- Strong track record in building and leading high-performance, cross-functional teams to develop and execute projects across the value-chain in dynamic and challenging environments.
- Experienced in Big Data Predictive Analytics, Machine Learning and Deep Learning Methods, IoT, Innovation and Digital Platforms, Customer Experience (CX) and Engagement, Omnichannel, e-Commerce and Social Insights.

DASSAULT SYSTEMES*Executive Director, Business Transformation**December 2012 – Present*

Hired by the Brand CEO to drive business innovation through digital transformation across the contiguous enterprise in Fortune 1000 companies. Managing teams for business-value assessment and ROI, solution architecture, proof of concept, integration services and ongoing support. Responsible for corporate alignment, executive governance, project and program timelines, budget and forecast, user adoption and vendor management. Focused on R&D, Innovation, Laboratory Informatics, EH&S, Quality, Compliance, Manufacturing, Production, Supply Chain, Shipping, Planogram and In-Store Context. Clients include 3M, Akzo Nobel, Avon, Bath & Body Works, Bayer, Chevron, Clorox, Coty, Dow, Ecolab, GAP, GlaxoSmithKline, GUESS, J&J, Kimberly-Clark, Macy's, Merck, P&G, PVH, Stanley Black & Decker, VF Corp and others.

Current and largest projects:

- **Consumer Packaging:** \$47.3m completed project with over 3,500 global users to replace legacy homegrown system on the Documentum platform. Full specification management and vendor collaboration with workflow for primary, secondary and tertiary product packaging, labeling, artwork and palletizing, including 3D design for development, visualization and simulation. Digitally connected to manufacturing-engineering for machine design, tooling, mold design and plant layout with FEA automation. Integrated with Quality Management for product validation and compliance and full lifecycle validation back to R&D. Project results in 20% improved packaging quality and stability, 35% improved time to production and data reuse.
- **Formulation and Lab Informatics:** \$58.1m completed project with over 650 formulating chemists and scientists globally, to replace legacy multi-vendor R&D systems plagued with siloed processes and disparate data. Unified lab management solution deployed on a single-platform instance and integrated with downstream systems including SAP ERP. Solution set included IP management with ELN and LIMS for QC labs, inventory management with MSDS and EH&S, specification management for product validation and S88 recipe approach for method configuration in plant manufacturing. Quality Management System with Pharma-level audit and compliance. Project resulted in 30% reduction in QA review times, 5-10% decrease in analysis and review times, 20-30% increase in productivity through search results and content reuse.
- **Product Design:** \$32.7m proposed project with over 350 engineers globally, to create digital continuity between Engineering and Manufacturing during the Work In Progress phase. Looking to enhance last-generation document-based PLM with next-generation digital platform for real-time concurrent product and manufacturing-machine design. Solution includes CAD, FEA, simulation, model-based systems engineering, generative design, iterative automation, machine learning, additive manufacturing with 3D printing, mold design, tooling and simulated plant and production line operations. Second phase project of \$50.5m for global digital manufacturing includes consolidated manufacturing and resource planner and production scheduler, manufacturing process intelligence with IoT and machine learning, global traceability and quality planning and execution. Total project deployment over a 3-5-year timeframe with expected ROI in the first 2 years of each project completion.

INFOR

Vice President, Sales

December 2010 – December 2012

Promoted to manage global sales with a 100% growth target over three years. Responsible for pipeline, forecasting, sales, inside sales and tech sales for teams in NAM and EMEA.

- 2012 – Achieved 106% of \$9M software quota with 6 account executives + \$12m in professional services
- 2011 – Achieved 102% of \$7M software quota with 6 account executives + \$5m in professional services
- Increased non-ERP dependent sales by over 30%.
- Acquired 40% net-new Core accounts in Process Industry with 50% YoY growth.
- Doubled annual pipeline forecast in less than 6 months through targeted BDR marketing campaigns.
- Assembled competitive solution set with calculated ROI for target markets.
- Developed targeted sales campaigns for Fortune 500 companies in Process Industry segments.

Account Executive

November 2007 – December 2010

Hired as a regional account executive for the Eastern half of the US and Canada.

- 2010 – Achieved 138% of \$1.65M software revenue quota
- 2009 – Achieved 105% of \$1.25M software revenue quota
- 2008 – Achieved 104% of \$1M software revenue quota

MICROWORKS

President and Founder

April 2006 – November 2007

Founder of MicroWorks, a software integration adapter to SolidWorks allowing Microsoft customers to leverage SharePoint as a PLM platform for BOM, document and workflow management. Acquired by a Microsoft Gold Partner.

- Designed the solution technology, business plan, GTM and exit strategy and cultivated the customer base.
- Produced \$1.7M in new customer sales through strategic alliances with Microsoft and SolidWorks.

DASSAULT SYSTEMES

Sales Director

December 2004 – April 2006

Promoted to manage sales operations for the IBM premier reseller partners in North America.

- Achieved 100% of 2005 \$5M quota with 30% YoY growth and 150% of \$7M 2006 quota.
- Architected and implemented strategic sales program to increase revenues by 100% over 3 years to \$10M.

Sales Executive

December 1999 – December 2004

Hired as a junior sales representative for the Northeastern territory.

- 2004 – Achieved 104% of \$1.3M revenue quota
- 2003 – Achieved 101% of \$1.1M revenue quota
- 2002 – Achieved 102% of \$1M revenue quota
- 2001 – Achieved 78% of \$750k revenue quota
- 2000 – Achieved 96% of \$500k revenue quota

BAAN

Project Manager

August 1997 – December 1999

Responsible for managing PLM projects and technical resources for software deployments.

GENERAL MOTORS

Electrical Engineer

December 1996 – August 1997

Electrical engineer at GM Technical Center to support engineering design systems.

EDUCATION

B.S. Electrical Engineering, Wayne State University, Detroit, MI

1992-1996

M.S. Computer Engineering – Neural Networks (Artificial Intelligence) Wayne State University, Detroit, MI

1996-1997