**Group Data Analytics / Insights & Software Delivery Manager – Guest Experience Platform**

As a Group Product Manager at Ford, I lead the integration, development, and delivery of data-driven products and services that enhance the dealer and customer experience, as well as the connected vehicle insights and ecosystem.

With over 25 years of experience in product management and software delivery, I leverage agile methodologies, human-centered design, and extreme programming to create innovative solutions that accelerate Ford's excellence in quality, supply chain, manufacturing, purchasing, and enterprise strategy.

I have a diverse range of IT and enterprise capabilities, including connected vehicle features and OTA,

mobility and transportation, digital marketing, operations, and e-commerce, master data management and

product information management, IT operations and governance, engagement and client management, cloud development and analytics, and product management.

I am also a US Army veteran with experience in multiple industries, such as automotive, military, defense, ecommerce, consumer packaged goods, toy and hobby, and medical device. I am passionate about leveraging technology to gain superior insights and analytics through the development of KPIs and metrics that drive business value and customer satisfaction. Accomplished Product Management and Software Delivery leader, skilled in product conception, development and implementation, and leveraging agile methodologies. Recent successes include the international growth and expansion of an agile software development organization that builds analytic products with Connected Vehicle Data, accelerating Ford Motor Company's excellence in Quality, Supply Chain, Manufacturing, Purchasing, and Enterprise Strategy.

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## Professional Experience

Ford Motor company – Dearborn, MI 2023 - Present

Senior Data Analytics and Software Delivery Manager, Guest Experience Platform: Data, Analytics, and Dealer Adoption

* The Guest Experience Platform (Guest XP) is a new product rolling out as a Model e dealer standard to improve both the Dealer and Customer Experience related to service repairs and the overall service journey. Our vision for Guest XP is to increase confidence and improve the experience of scheduling and facilitating vehicle services while humanizing the customer–dealer relationship.
* Leads the integration for Guest XP with numerous large scale Dealer Management Systems (DMS) to ensure integration with the GXP Product (SaaS), other Ford Enterprise applications, and Dealer Management Systems.
* Responsible for GXP Data Team with oversight on data governance, data management, and data integrations with internal and external data warehouses.
* Product Group Manager for the GXP Reporting and Analytics team leading a team of product managers and software engineers building insights and analytics to GXP users in the Dealer Experience and tracking consumer behavior.

Ford Motor company – Dearborn, MI 2022 - 2023

Data Analytics and Delivery Manager, Vehicle Data Command Center, Ford Model e

* Leads a multi-disciplined agile team in the United States and Brazil of software engineers, data engineers, data scientists, product designers, and product managers to deliver Connected Vehicle Insights for new and current vehicle programs in key areas: Vehicle Program Launch and Health, Connected Vehicle Software Platforms, Customer Insights, and Connected Vehicle Feature Usability.
* Develops the Product Roadmap, OKRs, KPIs, and sets the priorities for the team by maintaining alignment with stakeholders and senior leadership.
* Leverages Data Science, Data Engineering, and Data Analytics to deliver products with deep insights from Connected Vehicle Data.
* Leads the migration and evolution of products from on-prem solutions to re-design in Google Cloud, to include leveraging custom-built products, and democratized data analytic tools such as QlikSense, Tableau, Amplitude, and Google Data Analytics.
* Ensures all teams follow Agile and Human Centered Design practices, Extreme Programming methods, and Data Analytic Best Practices: Test Driven Development, Paired Programming, and Continuous Integration, Continuous Deployment (CI/CD), and ad-hoc dashboard reporting through democratized data analytic tools.
* Provides technical leadership and direction for the development of products using Cloud Technologies, On-Prem services – Pivotal Cloud Foundry, Java, and Python.
* Ensures operational excellence of all products through the development of KPIs, application monitoring (Dynatrace / Splunk), and dashboards (Grafana) for relevancy and operational metrics.
* Primary interface to key vendors to support technology platforms and resources.

Ford Motor company – Dearborn, MI 2020 - 2022

Manager, Product Engineering and Management - Operations Analytics - Global Data Insight and Analytics

* Responsible for the Product Management, development, and delivery of over 50 web-based products and services that are built upon Ford’s Cloudera-based Data Lake with an emphasis on Connected Vehicle Data.
* Ensures all teams follow Agile and Human Centered Design practices, Extreme Programming methods: Test Driven Development, Paired Programming, and Continuous Integration and Continuous Deployment (CI/CD).
* Responsible for the hiring, career development, and coaching of all team members – in 2021, grew the team by over 80 technical members.
* Provides technical leadership and direction for the development of products using Cloud Technologies, On-Prem services – Pivotal Cloud Foundry, Java, and Python.
* Ensures operational excellence of all products through the development of KPIs, application monitoring (Dynatrace / Splunk), and dashboards (Grafana) for relevancy and operational metrics.
* Leads a team of over 130 product managers, product designers, and software engineers building analytic applications leveraging Big Data, Machine Learning, and Data Science across in the following areas for Ford Motor Company:
  + Manufacturing Analytics – Visual and Predictive Analytics for assembly and plant operations; IoT.
  + Quality Analytics – Early detection of warranty and defects.
  + Supply Chain Analytics – Optimization of freight / shipping and parts complexity.
  + Material Cost Analytics – Reduce part complexity.
  + Strategy and Enterprise – Visual Insights for environmental compliancy, Autonomous Vehicle, and Battery Electric Vehicle adoption.
* Financial responsibility of a $14M budget.
* Aggressively planning for team growth and deliverables for 2022.

Ford Motor company – Dearborn, MI 2019 - 2020

Manager, Enterprise Analytic Tools - Global Data Insight and Analytics

* Led a team of over 60 product managers, product designers, and software engineers providing analytic applications for a global enterprise analytic teams and other users across Ford Motor Company in the following areas:
  + Predictive Analytics / Machine Learning – Data Robot and integration with Ford’s Mach1ML platform.
  + Custom Analytics – Anaconda Enterprise for Python Development.
  + Visual Data Insight – Tableau, QlikView, and Qliksense.
  + Data Wrangling – Alteryx.
  + Big Data Management – Informatica Tools
* Led the installation and support of all Enterprise Analytic Tools in the new Data Centers in China.
* Financial responsibility of a $60M budget.
* Piloted the conception and implementation of the GDI&A Command Center.

Ford Motor company – Dearborn, MI 2017 - 2019

Senior Product Manager / Software & Analytics Delivery Manager – Ford Mobility Platforms and Products

* Senior Product Manager of Product Teams in the Mobility and Transportation space to deliver a suite of Mobility Products using agile and lean methodologies:
  + Launched Dynamic Routing As A Service (Microservice) to drive multiple ride hailing applications for Non Emergency Medical Transportation, Ford Employee Ride Service, and Kings County Metro in Seattle; transitioned the product teams to Dev/Ops roles.
  + Supports multiple Proof of Concepts leveraging routing microservices: Smart Dispatch (Miami) and Autonomous Vehicle (Domino's Pilot).
  + Led the development and launch of the Routing Simulation Application to provide key fleet management insights for dispatch and routing operations to enable Ford’s GoRide Health business to expand nationally.
  + Launched several Urban Planning / Transportation Management applications for the City of Tomorrow Challenge in Grand Rapids, Pittsburgh, and Miami.
* Provides thought leadership, business acumen, strategic direction, application architecture, and consulting for products in the Mobility and Transportation space.
* Optimizes software craftsmanship and delivery processes leveraging agile processes and methodologies.
* Coach/Mentor staff for productivity, conflict resolution and people management activities.

THE KELLOGG COMPANY – Battle Creek, MI 2012 – 2017

Product Owner / Product Information Management (PIM) Data Syndication Manager

* **Global PIM Ecosystem Portfolio Management** – Portfolio Management / Product Owner of the PIM Ecosystem includes developing the PIM Total Cost of Ownership, Value Realization of the PIM investment, resource management of the PIM team, and financial management for all aspects of PIM.
* **MJR3 / STEP 8 Upgrade –** Led the upgrade of Kellogg’s Global Data Syndication Network (GDSN) solution through GS1. The GDSN network delivers product and supply chain data to Kellogg’s global retailers such as Walmart, Kroger, and Tesco. The upgrade required software upgrades of the Lansa DSD solution, attribute changes across Lansa, SAP, STEP, related web portals, and consumer facing websites on Kellogg’s Digital Marketing Platform. In addition, the hosting environment was migrated from Rackspace to a cloud-based solution in AWS.

Global Platforms Manager – Global Marketing Center of Excellence

* Drove adoption, utilization and migration of technology to global technology framework across all agency partners. Facilitated the global rollout of Pringles and Special K websites across 30+ markets.
* Led the implementation and re-launch of Kellogg’s Global Marketing Portal to inspire the growth of Kellogg employees, brands, and the external marketing community. Managed an external development team in Ireland for concept initiation and technical development. Upon launch, the new Portal had an 800% increase in traffic, and the launch team was nominated for a Kellogg Leadership award.

Senior Manager – Marketing Operations – Global Marketing, Market & Sell Solutions, IT

* Owned the relationship for Kellogg of digital marketing agencies for Kellogg’s Digital Marketing IT Group.
* Ensured that the digital marketing launches for the agencies (web, social media, and mobile projects) are launched and comply with current corporate standards and defined Service Level Agreements.
* Led the RFP effort for the selection and integration of a new Managed Service Provider for the Digital Platform resulting in a $6M savings over 3 years for the company.
* Trained internal and Digital Agency staff in the US, Europe, and Mexico in company marketing operation processes for digital marketing.

Xoran Technologies – Ann Arbor, MI 2010 – 2012

Director of Customer Service (Domestic and International)

* Led the customer service department for a medical imaging company that installs, maintains, and updates computer-control imaging devices; also responsible for all internal IT support.
* Significant responsibilities included call center management, life cycle management SaaS applications, ensuring compliance with FDA and ISO agencies.
* Led the Customer Service function as a profit center for the company, providing annual gross revenue of $4 Million; ensures maximum customer satisfaction, while meeting company cost saving initiatives.

iPaper USA, inc – Dexter, MI and Hollywood, FL 2008 – 2010

President / CEO

iPaper is a SaaS solution for the digital publishing and internet retail industries. Through effective planning and execution of the business plan, iPaperUSA went from startup to profit in nine months.

* Significant Clients: JP Cycles, United Airlines, Lionbrand Yarn, Homeland Security Today Magazine, Varsity Brand Cheer Uniforms, Chefwear, The Food Channel, Clair Murray, UCLA Arts, Cop Magazine.
* Developed and implemented new licensing and pricing models for North America that resulted in an increase of gross sales of 35%.
* Implemented key updates and modifications to the iPaper CMS for ecommerce integration, license management, multimedia features, multi-platform support, an API for application integration, white labeling, and interface improvements.
* Created and launched a multi-level partner / reseller program to increase sales through new channel partners such as publishing companies, marketing agencies, and web development companies.
* Developed an effective and innovative marketing plan to increase sales through traditional (print ads, trade shows, corporate sponsorship), and digital methods (SEO, web marketing via Google Adwords, Twitter, and blogs)

API Network – Dexter, MI 2007 – 2008

Vice President - Operations

* Conceptualized and implemented web based applications using open source content management systems in North America though offshore development teams in Romania and Hungary.
* Developed common practices and procedures to increase offshore development effectiveness through customer relationship management, task management, and common communication protocols.
* Created common documents and templates to ensure customer requirements were met and delivered on time: Service Level Agreements (SLA), Statement of Work (SOW), and functional requirements.

Ford Motor company – Southeast Michigan 1995 – 2007

Information Technology Manager / Distributed Operations

* Managed a department of 21 employees responsible for application monitoring (Sitescope), job/batch scheduling (AutoSys/cron), and software release management, supporting over 600 applications used both internal and external for Ford Motor Company. The team provided on-site coverage 24x5; on-call coverage for weekends/holidays.
* Developed and implemented a metrics program to ensure Service Level Agreement (SLA) compliancy and continuous improvement for applications operations support.

Information Technology Plant Manager / Dearborn Stamping Plant

* Responsible for daily computer operations in a 24x7 environment for a major manufacturing plant to include management of over 300 PC’s and UNIX workstations, over 20 NT/UNIX servers, and over 100 printers in a global networked environment.
* Championed Ford Production System and Lean Manufacturing initiatives by implementing a programmable logic controlled (PLC) manufacturing monitoring system.
* Increased overall plant operating efficiency and error reduction by implementing a new Automatic Guided Vehicle (AGV) system to support the flow of logistics in a plant. Project included the installation of a wireless network, new servers and networking devices, and interfacing with equipment on a controls and global network.

United states army / United States army reserve – worldwide 1985 – 2004

Captain, Military Police / Non-Commissioned Officer, Combat Engineer

* Officer assignments included platoon leader (supervised 34 personnel), company commander (commanded over 120 personnel), battle captain, long range planning officer, rider on equestrian team.
* Led and assisted in the training and employment of a military police platoon of 30 soldiers. Selected by the top trainers to be the first platoon leader to conduct disaster training simulation, responsible for 30 officers, 11 military vehicles, over 30 weapon systems, and all related logistical equipment.
* Led and trained a squad of 8 combat engineers in assault bridging, demolition, and river reconnaissance operations in Germany and Kansas.

## Education, Training, and Certifications

* Digital Cloud Leader Certification – Google Cloud – May 2022
* Understanding Google Cloud Security and Operations – Google Cloud Skills Boost – February 2022
* Introduction to Digital Transformation with Google Cloud - Google Cloud Skills Boost – February 2022
* Innovating with Data and Google Cloud - Google Cloud Skills Boost – February 2022
* Infrastructure and Application Modernization with Google Cloud - Google Cloud Skills Boost – February 2022
* Masters of Business Administration | Supply Chain Management | Michigan State University - 1995
* U.S. Army Military Police – Officer Basic Course | Fort McClellan, AL - 1993
* Bachelors of Science | Computer-Aided Manufacturing | Eastern Michigan University – 1992
* U.S Army Airborne School | Fort Benning, GA - 1991