



# JIM WELCH

## ENGINEERING AND PRE-SALES SOLUTIONS LEADER

### ABOUT

At DENSO, Bestmile, Ridecell, TomTom, and deCarta/Uber, I've recruited, mentored and led solutions engineering teams to deliver cloud native solutions that drive sales results. Primary focus areas include new mobility services (MaaS), autonomous mobility on demand, location based services (LBS) and fleet management/logistics.

- 2019 - present: DENSO - Head of Mobility Platform Services Architecture
- 2018 - 2019: Bestmile - Senior Director Solutions Engineering
- 2016 - 2018: Ridecell - Senior Director Solutions Engineering
- 2015 - 2016: TomTom | Business Development Manager
- 2007 - 2015: deCarta (acquired by Uber) | Senior Director Sales Engineering
- 1993 - 2007: MobileSoft | CTO founder (acquired by Zenitel)

### WORK EXPERIENCE



**Southfield, MI**

April 2019 – Present

#### Head of Mobility Platform Services Architecture

Member of leadership team tasked with defining all operational support models, customer engagement processes, and associated monitoring metrics for SaaS mobility services platform.

##### Highlights

Responsibility for launch of new mobility service initiatives in coordination with OEM partners and platform providers.

Member of leadership team tasked with defining all operational support models, customer engagement processes, and associated monitoring metrics for SaaS mobility services platform.



**San Francisco, CA**

February 2018 – April 2019

**Global Director Solutions Engineering**

### CONTACT



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US**



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### EDUCATION

1982

#### United States Naval Academy

 BS Computer Science

1986

 Annapolis, MD

##### Highlights

#1 graduate in major


Top 5% of all graduates

2000

#### The Ohio State University Fisher College of Business

 Masters Business Administration

2002

 Columbus, OH

##### Highlights

Entrepreneurship emphasis

Global director of all pre-sales and launch activities focused on autonomous shuttle programs for public transit agencies/operators and private shared mobility services.

### Highlights

Successful launch of a high-growth, differentiated ride hailing mobility service



### San Francisco

November 2015 – February 2018

### Senior Director Solutions Engineering

Grew and led a distributed pre-sales engineering team responsible for all technical aspects of pipeline sales opportunities. Acted as player-coach working with the complete end-to-end mobility solution provided by Ridecell - full stack and mobile environments

### Highlights

Defined, developed, and delivered the initial version of mobility management platform. **Result:** close of the contract with the highest profile company in the autonomous space today



### San Jose, CA

June 2015 – November 2015

### Business Development Manager - Customer Success

Assigned to Uber Technologies account for identifying, qualifying, and leading customer account activities. Coordinated business and transition activities in conjunction with management and project teams.

### Highlights

Secured nearly \$4M in forecasted 2016 revenue for TomTom's location services product unit.



### San Francisco, CA

October 2007 – June 2015

### Senior Director Professional Services

Manage a combined team of internal project managers, offshore development resources, and third party contractors in specifying, designing, and delivering LBS solutions that leverage deCarta's products and services.

### Highlights

## SKILLS

Amazon Web Services (AWS)

Cloud Native Architecture

Software Development

Mobile Applications

Start-ups

Entrepreneurship

Telematics

Customer Success

Navigation Systems

node.js

Enterprise Software

Solution Selling

Integration

Military Leadership

SaaS

Location Based Services

Technical Project Leadership

Cross-functional Team Leadership

Professional Services

Geospatial

Agile Methodologies

Cloud Development

Product Management

Mobile Technology

Mobile Devices

GPS Applications

Management

Coordinated the development and delivery of four private label personal navigation and connected navigation products to a leading consumer electronics retailer in the US. **Result:** Genesis of a new category of connected personal navigation device for a major US consumer electronics retailer.

Spearheaded the pre-sales, solution architecture, and delivery of a mobile, online navigation application for the leading personal navigation provider in Europe. **Result:** Opened new partnerships and sales channels for the company.



## Seattle, WA

June 1993 – September 2007

### CTO - Founder

Dublin, OH/Seattle, WA CTO and founder of company providing fleet management and mobility applications to the transportation industry. Supervise the specification, development, testing, delivery and service of on-demand dispatch solutions.

#### Highlights

Develop sales and distribution channels for wireless solutions through international divisions of Motorola, Inc. in Europe and the Pacific Rim.

**Result:** launched products in seven international markets with more than 75,000 mobile subscribers.

Successfully launched a suite of mobile messaging products in partnership with a major European carrier that leveraged location based services (LBS) and mobile payment services (m-payment).

Coordinated the successful partnership among technology providers in the development of a mobility product for a major European transit agency. **Result:** Solution exceeded the requirements of all of the stakeholders.



## Motorola, Inc. - Wireless Data Group

## Seattle, WA

October 1991 – November 1994

### Senior Software Engineer

Managed team in developing computer-aided dispatch applications for the transportation and utility industries. Responsible for product positioning, market analysis, and channel development.

#### Highlights

Led the development of an Internet gateway to a leading private wireless network. **Result:** on-time delivery and industry adoption of this pioneering messaging gateway – one of the first wireless email delivery systems.

## SPEAKING

### Texas Mobility Summit - 2019

<https://www.youtube.com/watch?v=5hJUr3BAtsA>

Plenary sessions and presentation on Bestmile Service Design

### Smart Columbus - Mobility Hackathon - 2018

<https://www.youtube.com/watch?v=1JkiUeGKo3E>

Sponsor, speaking and mentoring

## REFERENCES

*'...incredibly dedicated hard worker, outstanding technical professional and consummate professional.'*  
*'...works exceedingly well with customers.'*  
*'...would re-hire Jim in an instant.'*

— [Michael Cottle](#)

Apple/Mapbox/Telenav Vice President Sales

*'...smart and creative great at engaging with customers.'*

*'...truly professional in all his interactions with colleagues and customers.'*

— [Tom Sexton](#)

INRIX/Here Technologies VP Business Development/Senior Partner Manager

*'...very good at everything I have seen him do.'*

*'...a tireless advocate for customers inside the company and a tactful representative of the company in front of them.'*

*'...a great technical leader.'*

*'...hands-on when needed and otherwise comfortable in delegating.'*

*'...would love to work with him again.'*

— [Bobby Parikh](#)

Uber Director of Engineering



**United States Navy**

**San Diego, CA**

May 1986 – May 1991

**Surface Warfare Officer/Nuclear Engineering Officer**

Technical manager and supervisor of nuclear propulsion plant operations, production work schedules and quality assurance programs.