### Prashanth Reddy Udumula

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# Summary

An experienced manager in leading cross functional teams by developing and delivering roadmaps for HALOsonic (sound management) solutions in automotive embedded system audio on several SOCs (system on chip)

# Work Experience

**Harman International Inc. (A Samsung Company)**

***Project Manager – Novi, Michigan October 2016-Present***

***Innovation and Product Management***

* Delivered 4 new product POCs in 2020 and on track for delivering 8 new products by the end of 2021 to support revenue targets of $500MM
* Built a 2-year product roadmap extending into 2022 for meeting customer expectations and while introducing new minimum viable and full feature set products
* Simplified 73 independent problem statements from multiple VOCs (voice of the customer) and consolidated into 12 strategic roadmap features and products by aligning with customer timing expectations
* Streamlined and led technical concept presentation of 2 existing technologies to win SaaP award of $16MM
* Lead new technology demonstrations for EV applications which led to $50MM in new business
* Collaborated with the product development team to solve a unique customer problem which provides a seamless acoustic experience targeting 1.4MM+ hybrid vehicles per year which led to a US Patent-10,748,520

***Customer Project Delivery and Management***

* Delivered acoustics SW (Software) features by managing resources, requirements and schedule for teams in Poland, China, Germany and USA to launch on a new SOC platform solution for 3 different OEMs in Germany, USA and Korea
* Launched industry first RNC (Road Noise Cancellation) in 2019 on Hyundai Kia’s Genesis brand vehicle by coordinating global engineering resources over 3 years valued at $78MM vehicle line lifetime sales
* Established Agile SW development and testing methodologies by taking the responsibility of Scrum Master for two new technology development teams to deliver EOC (Engine Order Cancellation) and RNC SW features
* Implemented innovation and product maturity gate checks to help manage accountability during development
* Established project management and reporting processes for managing a global team that grew to 50 from 11
* Supervised new technology POCs by leading global acoustic systems engineering resources with the help of task management and project prioritization resulting in 16 successful demonstrations

***Sales and Customer Support***

* Supported sales and business development teams in representing HALOsonic products during various customer engagements in USA, Europe and Asia
* Lead the team at Ford’s NVH (Noise, Vibration and Harshness) conference by coordinating paper presentations and technology demonstrations in vehicle to customers which helped receive the first business award from Ford
* Traveled to Japan for presenting and discussing HALOsonic feature implementation at Toyota, Subaru and Nissan
* Coordinated with subject matter experts for every new sales quote globally and provided responses
* Conducted business case and concept reviews for new business or quote opportunities by estimating development and execution efforts related to our technology while ensuring feasibility

**Ford Motor Company**

***Program Management Engineer – Dearborn, Michigan February 2015-October 2016***

* Delivered powertrain content on future car lines to internal customers and supported prototype vehicle builds
* Launched 3 programs simultaneously in vehicle assembly plants located in USA and Canada with all new powertrain content by coordinating with multiple global engineering, vehicle operations and program teams
* Organized and drove component weight reduction efforts to increase fuel efficiency by 0.5L/100kms
* Decreased prototype vehicle count from 14 units to 2 by efficiently managing test time and saved $0.5MM
* Reduced plant part complexity by negotiating with engineering and vehicle operations saving $0.1MM per annum

***Product Development Engineer – Chicago, Illinois October 2012- February 2015***

* Successfully reduced the component quality concerns from 60/1000 units to 1/1000 improving customer satisfaction
* Reduced warranty claims by leading teams to resolve product defects resulting in $0.5MM annual savings
* Led our team to improve change management performance to reduce concern processing delay from 90 to 30/week

**Brookshire Grocery Company Manufacturing**

***Continuous Improvement Intern – Tyler, Texas May 2012-August 2012***

**The University of Texas at Tyler**

***Graduate Assistant – Tyler, Texas January 2011-May 2012***

# Education

**The University of Texas at Tyler**

***Master of Science in Industrial Technology Management – Tyler, Texas******August 2012***

**Jawaharlal Nehru Technological University**

***Bachelor of Science in Electronics Comm. and Engineering – Hyderabad, India******May 2009***

# Other Competencies

* Built customer and vendor relations to maintain a robust eco system of identifying problems and providing solutions
* Solved several technical and non-technical problems as an individual contributor and leader
* Patent award: 10,748,520 “Method and apparatus for controlling vehicle sound in a vehicle”
* Employed Six Sigma techniques, statistical data analysis, case studies, market research and Agile/Waterfall project management tools to ensure our products continued to be best in class
* Translated high level management goals into specific targets for developers to deliver viable products