

# Robert Heatley MBA, PMP

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## SUMMARY

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- Dynamic servant leader with a passion for building and developing high-performance collaborations that create world-class processes, products, and services initiatives.
- Proven track-record of delivering programs and projects from ideation to development and go-to-market/adoption across all development methodologies with complex data structures in fast-moving, matrix organizations.
- Adept at cultivating simplified solutions to complex business and technical challenges with the emotional intelligence required to influence and build authentic relationships across the matrix.

## EXPERIENCE

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### Program Manager – Strategic Digital Investments – Baker Hughes

2022 to 2023

Leader of 150-person, cross-functional team building Leucipa™, a mobile/desktop suite of production optimizers leveraging physics and machine learning models to create insight driven automation.

- Drove planning, resource allocation, risk & governance, KPIs, and all stakeholder reporting rhythms.
- Built financial operating model, revenue projections, budget accountability, and actuals reporting process.
- Coordinated design and execution of ready-to-sell and go-to-market launch creating a \$35MM pipeline.
- Managed performance for \$15MM in vendor contracts and as Partner Lead for a \$16MM AWS investment.
- Influenced a network of sponsors, partners, and investors as a leader of Corporate digital rebranding.

### Product Manager – Digital Transformation – Baker Hughes

2018–2022

Built four digital platforms, from ideation and requirements to go-to-market and launch, impacting ~120k users across over 100 countries yielding a combined \$84MM in enabled annual recurring revenue.

- Delivered Field Data Capture, an IoT edge service application reducing \$24MM in non-productive time.
- Directed development for the Price Machine optimizer yielding 5% margin growth across 2,500 SKUs.
- Created Must Move Inventory analytics program that generated \$25MM margin/reserves release/qtr.
- Designed ready-to-sell/go-to-market campaign for the LIFESPANTM creating a \$6MM pipeline at launch.
- Drove training and collateral creation of successful go-to-market campaign for ProductionLink™ Edge.

### Technical Program Manager – Operational Excellence – The Pennybacker Company

2014–2022

Led technical projects across company-wide transformation, rebranding, and go-to-market launch of all customer and employee facing tools, processes, and products to boost engagement, automation, and capacity.

- Performed accounting, controllership, support, and advisory for \$40MM customer portfolio.
- Transformed portfolio evaluation process and consolidation plan creating 16% average annual growth.
- Championed analytics program driving unit economics of client operations to optimize financial results.
- Optimized infrastructure and applications stack eliminating manual tasks and improving cycle times.

### Global Director – Technology Acquisitions & Integrations – General Electric

2013–2014

### Director – IT Finance, Legal & Human Resources – General Electric

2012–2013

### Senior Associate – Corporate Audit Staff – General Electric

2010–2012

## KEY SKILLS

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**Project Management:** PMP Certified. PMI-ACP certified. Google Project Management Certificate.

**Data Analytics:** Python, R, SQL, Power BI, Excel/Office, Kaggle, and Tableau. Graduate statistics course work. Google Data Analytics Certificate. Google Business Intelligence Professional Certificate.

**Soft skills:** High EQ, interpersonal and communications skills; capable of synthesizing complex subjects quickly; ability to influence; flexible and adaptable with a passion for team and personal development.

## EDUCATION

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**Master of Business Administration – St. Edwards University,** Concentrations in Finance & Entrepreneurship, 2004

**Bachelor of Arts – University of Texas at Austin,** Majors in Economics & Government, 2000