

Robert Heatley – MBA, PMP

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SUMMARY

- Strategic servant leader with a passion for building and developing high-performance, cross-functional collaborations that create customer value through world-class processes, products, and services.
- Proven track-record of driving programs from ideation to execution and launch to adoption, leveraging dynamic architectures with complex data structures, in fast-moving matrix organizations.
- Adept at cultivating simplified solutions to complex business and technical challenges using data, with the emotional intelligence required to influence and build authentic relationships at all levels of an organization.

EXPERIENCE

Baker Hughes

Program Manager – Strategic Digital Investments

2022–2023

Led 150-person, cross-functional organization building Leucipa™, an industry transforming suite of optimizers leveraging physics and machine learning (AI/ML) models to create insight driven automation.

- Defined all planning, resource allocation, tooling, risk & governance, and all stakeholder reporting rhythms.
- Established five-year, \$250MM financial operating model with integrated accountability and reporting processes.
- Delivered \$35MM pipeline with design and execution of ready-to-sell/go-to-market launch at annual meeting.
- Managed performance of \$15MM in vendor contracts; served as Partner Lead for a \$16MM AWS investment.
- Influenced a network of hundreds of sponsors, partners, and investors as a leader of Corporate digital rebranding.

Product Manager – Digital Transformation & Change Management

2018–2022

Accelerated enterprise transformation from cost-based IT projects to value-driven digital products leading multifunctional teams to launch four SaaS, cloud based applications creating \$84MM in recurring revenue.

- Eliminated \$24MM in non-productive time delivering and driving adoption of Field Data Capture, an IoT edge app.
- Created 5% margin growth across 2,500 SKUs directing development for Price Machine, a pricing logic optimizer.
- Generated \$25MM margin/reserves release as program manager for Must Move Inventory analytics suite.
- Delivered a \$6MM launch pipeline as ready-to-sell/go-to-market coordinator for LIFESPAN™ Blending Model.
- Reduced late/incomplete orders 27% by driving supply chain analytics program, from ideation to launch.

The Pennybacker Company

Technical Program Manager – Operational Excellence

2014–2018

Executed strategic portfolio of transformational programs across all customer and employee facing products, processes, and tools driving engagement, prioritizing automation, and boosting capacity.

- Grew \$40MM client base performing accounting, controllership, and advisory across five diverse industries.
- Achieved a 16% annual growth rate implementing a simplified portfolio evaluation process and consolidation plan.
- Reduced accounting process cycle times by 25% through implementation of infrastructure/application refresh.
- Championed trial analytics program linking unit economics of client operations to optimized financial results.

General Electric

Global Director – Technology Acquisitions & Integrations – Oil & Gas

2013–2014

Directed 90-person, multinational team performing full cycle acquisitions and divestitures, from entry to exit, managing short/long-term implications across all organizational dimensions and investment dependencies.

- Captained due diligence teams for multiple deals including closing \$600MM private equity sale of Wayne Systems.
- Owned \$208MM Oil & Gas IT capex/opex budget driving formulation, prioritization, and approval processes.
- Drove enterprise initiatives including security, AWS cloud migration, and Centers of Excellence consolidation.
- Directed 75-person post-graduate leadership and talent development program aligned to \$53MM in R&D projects.
- Served as Director, Secretary, and Ally for 15,000 members of General Electric's Global LGBTQ+ affinity group.

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EXPERIENCE

General Electric

Director – Information Management Finance, Legal & Human Resources – Oil & Gas

2012–2013

Tactical champion for post-acquisition investments implementing senior leadership's vision across teams in Europe, South America, and West Africa to open markets, transform operations, and integrate acquisitions.

- Directed application, infrastructure, and process buildout for \$250MM manufacturing joint venture in Angola.
- Led cross-functional teams performing systems integration/risk mitigation for \$1.3BN Wellstream Brazil acquisition.
- Accountable for oversight of a division's \$25MM opex/\$34MM capex budget including project prioritization.
- Created and executed risk and governance program for \$60MM enterprise Oracle/SAP implementation program.

Senior Associate – Corporate Audit Staff – Corporate Headquarters

2010–2012

Executed SOX 404 financial audits, systems implementations, and operational process transformations using risk-based investigations within a program defined by the GE Board of Directors Audit Committee.

- Served as SME for \$100MM debt & derivatives ERP implementation including instrument valuation and testing.
- Managed inventory cycle for mapping, classification, and remediation of 700K highly privileged accounts.
- Performed Q/A, data conversion, and GAAP validations for twelve module Oracle manufacturing implementation.
- Responsible for 2010 audit deliverables validating \$523BN in 10-K debt balances and management statements.
- Contributor to highly confidential reviews including officer expenses and Congressional testimony preparation.

Enterprise Project Manager – Imaging & Cardiology – Healthcare Information Technologies

2007–2010

Ensured implementations exceeded stakeholder expectations from pre-sale to first use of non-invasive cardiology, anesthesia, and telemetry solutions focused on hospitals with 100-bed and under capacity.

- Responsible for up to 25 simultaneous clinical information systems implementations valued up to \$30MM.
- Directed up to 45 resources executing variable project requirements including software customizations.
- Facilitated FDA compliance by developing internal project controls, accountability metrics, and analytics.

SKILL SETS

Performance Traits: High EQ, interpersonal, and communications skills across all levels from contributors to C-suite; Highly tuned to voice of the customer; inclusive, flexible, and adaptable with a passion for team development and growth-based organizational change.

Portfolio Management: Program and product execution across all methodologies including Agile (SAFe). Project Management Professional (PMP) and Agile Practitioner (PMI-ACP) certifications. Technical leadership skills and best practices in DevOps, ITIL, IT Service Management (ITSM), IT SOX and ISO-IEC 27001 audit, and Service Management (SM).

Data Analytics: Advanced finance and accounting acumen, risk/controls-based thought. Applied knowledge of R, SQL, Power BI, Salesforce, and Tableau. Graduate statistics course work. Google Data Analytics & Google Business Intelligence Professional certifications. Six Sigma Green Belt. Mastery of MS Office/MS365.

EDUCATION

Master of Business Administration – St. Edward's University – Finance & Entrepreneurship, Awarded 2004

Certificate – Acton School of Business – Entrepreneurial Excellence, 2003

Bachelor of Arts – University of Texas at Austin – Economics & Government, Awarded 2000

Certificate – University of Oxford, Exeter College – History, Politics & Society, 1999

BOARD APPOINTMENTS

Board Member and Secretary, USA Cycling, governing body for The United States Olympic Committee, 2001–2004