

Robert Heatley MBA, PMP

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SUMMARY

- 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 go-to-market and adoption across all development methodologies with complex data structures in fast-moving, matrix organizations.
- Adept at cultivating simplified customer solutions to complex business and technical challenges with the emotional intelligence required to influence and build authentic relationships across the matrix.

EXPERIENCE

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 cloud 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 SaaS 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 ProductionLinkTM 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 full cycle 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

Enterprise Project Manager – Healthcare IT – General Electric

2007–2010

KEY SKILLS

Project Management: PMP certified. PMI-ACP certified. Google Project Management Certification.

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

EDUCATION

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