

## About Me

Strategic storyteller and P&L expert with 9+ years combined experience in research, engineering and strategy consulting. Skilled at translating complex data into clear, executive-ready business strategies. I excel at collaborating with business and technical teams to solve the hardest problems. Certified Gen AI Consultant/PM.

## Education

- 2023 **Master of Business Administration in Strategy and Finance, Distinction, Univ. of Mich**, Ann Arbor, MI
- 2018 **Master of Science in Mechanical Engineering, High Distinction, Univ. of Mich**, Dearborn, MI
- 2016 **Bachelor of Engineering in Mechanical Engineering, Distinction, American Univ. of Beirut (AUB)**, Lebanon

## Professional Experience

- Oct 2023 – Present **Senior Strategy Consultant, Strategic Sales and Enterprise Strategy, IBM**, United States
  - Create executive ROI frameworks and business value case models used in pursuits, quantifying \$100M+ pursuits across strategic sales for AI BPO, finance transformation, oil and gas, talent strategy, and cybersecurity platformization.
  - Partner with large deal leaders throughout the entire sales lifecycle, maintain pricing models, translate scope changes into client analytical views, and run sensitivities to meet client scope while maintaining gross margin.
  - Define product strategy for industrial clients, using data and AI to launch a new feature projected to reduce hardware costs by \$10M annually and generate \$4M incremental revenue from subscriptions.
  - Lead capability gap assessments and market research to define the minimum viable capabilities required to launch Center of Excellence; delivered roadmap prioritization, operating model, and change strategy PMO to support implementation.
  - Lead end-to-end requirements gathering and vendor down-select for a major utility asset management platform RFP's, aligning business and technical needs for successful vendor shortlisting and selection.
  - Designed executive facing decision frameworks connecting strategic priorities with implementation options, highlighting trade-offs through scenario analysis and crawl-walk-run roadmap prioritization.
  - Assess GenAI transformation opportunities using component business modeling frameworks across media, IT, automotive and utility sectors, identifying high-value use cases with quantifiable cost savings potential.
  - Conduct strategy workshops with 20+ executive stakeholders, capturing requirements, synthesizing pain points, and co-developing North Star visions for executive consensus alignment and messaging around data-driven initiatives.
- Aug 2021 – Oct 2023 **Project Lead and Senior Engineer, ADAS Cloud Data Analytics, Ford Motor Company**, Dearborn, MI
  - Led team of 8+ engineers and data scientists to launch Ford's first ADAS analytics platform, streamlining data management for unstructured vehicle data and automating driving scenario extraction with AI-driven labeling tools.
  - Created data product roadmap to develop suite of scenario-based data products for spatiotemporal video analysis, increasing data quality and achieving \$5M hard savings in redundant labeling costs.
  - Developed in-house data mining tools for expedited triaging of Mustang Mach-E and F-150 BlueCruise issues in production, ensuring timely resolution of field issues among vehicle engineering teams.
  - Spearheaded business relationship between Ford and technology suppliers, evaluated solutions, and engaged partners to deploy Kubernetes-based ADAS simulation framework, boosting ADAS L2+ simulation scale by 10x.
  - Collaborated with Ford's Cavnue subsidiary on I-94 smart road and connected vehicle project, improving coordination between road infrastructure and BlueCruise through cloud-based disengagement analytics.
  - Led quarterly progress updates and presented directly to the office of the CTO.
- Aug 2018 – Aug 2021 **Systems Safety Research Engineer, ADAS Applications, Ford Motor Company**, Dearborn, MI
  - Developed Ford's first scenario-based MBSE engineering method, enabling accurate creation of driving scenarios for SOTIF verification and traceability to safety requirements, saving \$10M in vehicle testing costs.
  - Spearheaded multiple university research projects (Carnegie Mellon, UM) and mentored graduate student interns, resulting in \$2M savings in cost with novel generation of synthetic edge case scenario data and Carla physics based simulation.
  - Acted as liaison between legal, research and AI advancement team to augment data governance framework for ML based production intent ADAS assets, estimated at \$880K in cost save per failure using robust algorithmic bias.
  - Piloted new MIT Ford STPA control systems hazard analyses, uncovering 25% additional functional safety requirements.
  - Led study to improve safety framework for updated Ford GPDS quality review process, unlocking 20% engineering efficiency in model-based compliance to ISO26262 Functional Safety standard.
  - Collaborated with industry working group to develop automotive STPA best practices, resulting in J3187 SAE standard.

## Key Skills

- Business** Value Case, Executive Storytelling, Project Management, Client Relationship Management, Design Thinking
- Technical** Python, Agentic AI Frameworks, Algorithmic Bias, Simulation, Cloud, SQL, Spreadsheet Analysis, CRM Tools