Coral Way, Miami, FL
+1 313 707 9818
kassar@umich.edu
in sgkassar

Sari Kassar

About Me

Strategy and technical consultant with 7 years of experience in innovation, product strategy, and management consulting. Combines data science thinking with business and technical expertise to deliver immediate business value. Seeking a strategic role to bridge client needs with solutions in the new AI era. Certified as Generative AI Consultant and Project Manager.

Education

2023 **Master of Business Administration in Strategy and Finance with Distinction**, *Univ. of Mich*, Ann Arbor, MI

2018 **Master of Science in Mechanical Engineering with High Distinction**, *Univ. of Mich*, Dearborn, MI

2016 **Bachelor of Engineering in Mechanical Engineering**, *American Univ. of Beirut (AUB)*, Beirut, Lebanon

Experience

Oct 2023 – Present **Senior Strategy Consultant, Enterprise Strategy and AI Value**, *IBM*, Miami, FL

- Developed product strategy for an R&D Innovation Center of Excellence at a global automotive client, leveraging agile, data, and AI to launch technical offerings projected to reduce hardware costs by over $10M annually and generate $4M in new revenue from personalized experiences.
- Led capability gap assessment across technical domains to define the minimum viable capabilities required to launch Center of Excellence; delivered a roadmap, operating model, and change strategy to support implementation.
- Created a dynamic offshoring ROI model for an electrical manufacturing client, integrating phased FTE movement, scenario-based cost analysis, and sensitivity modeling to inform executive decisions on workforce strategy.
- Led end-to-end requirements gathering and vendor evaluations for a major Florida utility's asset management platform RFP, 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.
- Conducted GenAI transformation opportunity assessments using Python with IBM CBM.ai frameworks across media, IT, automotive, and utility sectors, identifying high-value use cases with quantifiable cost saving potential.
- Interviewed over 40 IBM industry leaders and client executives to identify 150+ tailored use cases addressing key client challenges in software-defined vehicles, supply chains, cybersecurity, and agentic AI for business.
- Facilitated strategy workshops with 20+ stakeholders, capturing requirements, synthesizing pain points, and co-developing North Star visions with actionable outcomes for executive alignment.

Jan 2022 – Apr 2022 **MBA Marketing Consultant**, *Microsoft Corporation*, Remote

- Created a strategic data-driven framework and delivered creative executions for sustainability storytelling, estimated to contribute 20% increase in social engagement.
- Conducted ESG market research to gather competitive benchmarks and insights on cloud gaming carbon footprint, delivering recommendations to Microsoft's business plan.

Aug 2021 – Oct 2023 **Project and Team Lead - Cloud Data Analytics**, *Ford Motor Company*, Dearborn, MI

- Launched Ford's first ADAS IT cloud analytics platform for unstructured vehicle sensor data management and driving scenario extraction by developing automated AI labeling tools for simulation, saving $3M in labeling costs.
- Led ADAS IT GCP roadmap and directed a team of data scientists to develop scenario-based deep neural networks for spatiotemporal data labeling, reducing costs by at least $2M through elimination of redundant vendors.
- Led development of rule-based 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 Google for Project IDRIVES, evaluated emerging tech startup solutions, and engaged external partners to deploy Kubernetes-based ADAS simulation framework, boosting simulation scale by 10x and facilitating validation processes for safety argumentation.
- Collaborated with Ford's Cavnue subsidiary on smart roads and connected vehicle initiatives, 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.

Mar 2019 – Aug 2021 **ADAS Verification and Validation Research Engineer**, *Ford Motor Company*, Dearborn, MI

- Developed Ford's first scenario-based systems engineering method, enabling accurate creation of driving scenarios for SOTIF verification and traceability to safety requirements, expected to save $10M in physical testing costs.
- Supervised multiple university research projects (Carnegie Mellon, UM) and mentored graduate student interns, resulting in $2M savings in cost of synthetic edge case scenario generation with generative methods and 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.

Aug 2018 – Mar 2019 **Systems Functional Safety Research Engineer**, *Ford Motor Company*, Dearborn, MI

- Piloted new MIT Ford STPA control systems hazard analyses, uncovering 25% additional functional safety requirements for vehicle start-up shut-down feature.
- Led study to improve safety framework for updated Ford GPDS quality review process, unlocking 20% engineering efficiency in model-based compliance to ISO26262 standard.
- Collaborated with industry working group to develop automotive STPA best practices, resulting in its publication as J3187 SAE standard.

Key Skills

Business Skills Business Case Development, Executive Presentations, Storytelling, Product Strategy, Client Relationship Management, Strategy Workshops, Design Thinking, Value Orchestration

Technical Skills Python, Generative AI, RAG and Agentic AI Frameworks, Unstructured Data, Cloud, SQL, Tableau, Qliksense, Spreadsheet Analysis

Domain Expertise Product Development, Product Management, ADAS Safety, Software Defined Vehicle, Cloud Simulation, Cybersecurity, Digital Twins, IoT, Digital Manufacturing, Safety and Reliability, Circular Economy, Material Science

Publications and Patents

Chehadeh et al. "Simulating Traffic Scenarios." Application Accepted, U.S. Patent Pending, 18492810, 2025.

Kassar, Sari, et al. "Robotic apparatus for vehicle occupant protection." U.S. Patent No. 11,584,014, 2023.

Kassar, Sari, et al. "Anisotropic time dependent and continuum damage coupled plasticity model: an application for Mg AZ31B", 2019

Kassar, Sari, et al. "Towards a Safer Design of Helmets: Finite Element and Experimental Assessment", 2016

Languages

English (Fluent), Arabic (Fluent)