# Shahin Z Hassan

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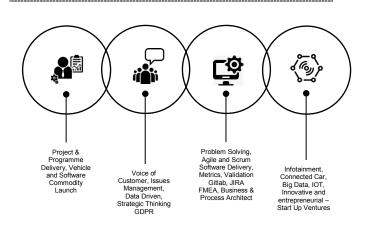




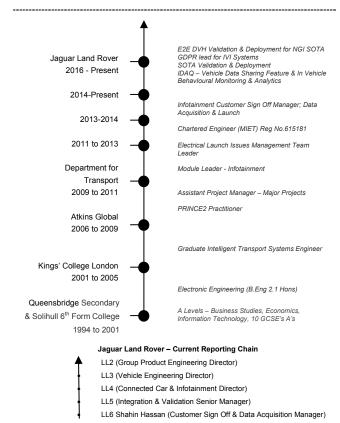
### **PROFILE**

A Chartered Engineer, dynamic results oriented, inspirational leader with a strong track record of performance in high paced organisations. With over 15 years of professional experience across a range of industries I have deliver world class projects on time, to cost and quality with budgets up to £179m. I have led and managed experienced teams as well as developing new teams to deliver complex & transformational agile projects. I have experience in collaborative ventures, developing processes and strategies to stream line efficiency and productivity. I have travelled across the world and I have a good understanding of the global economy and the cultures in the emerging markets to meet the needs of the most discerning customers.

## **KEY COMPETENCIES**



### PROFESSIONAL AND ACADEMIC TIMELINE



## CAREER SUMMARY

Lead the initiative to deploy SOTA in JLR for engineering fleet and internal customer evaluation before real customer launch.

2018 to Present

E2E NGI SOTA Validation & Deployment

Jaguar Land Rover

Role: Manager – VDS & SOTA Deployment

Key Achievements

- Lead deployment of SOTA for IVI across engineering and Field Evaluation Units including test & validation sign off.
- Creation of a new SOTA Operations & Deployment Team responsible for creating campaigns and managing failures.
- Cross functional collaboration enabled me to roll out deployment process first with IVI then TCU SOTA and BECM SOTA followed on from pilot launch of IVI SOTA.
- I took the initiative to map out E2E testing for NGI module for SOTA and am now leading the roll out testing target to complete 50,000 updates minimum before sign off. Achieving 98% pass rate with deploying SOTA.
- I am responsible for retro enabling 4500 management cars via Pathfinder tools across the globe with SOTA which gives JLR
  unprecedented access to a large fleet for test and validation saving time cost and improving quality through VDS logging.
  Achieving at pass rate of 97.5%. Key success is daily comms with technicians on the ground.

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2016 to Present

Vehicle Data Sharing Feature & In Vehicle Behavioural Monitoring

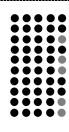
Jaguar Land Rover

Role: Manager - iDAQ Data Acquisition Lead creation of two new teams to explore opportunity to understand data science & how our customers use the Infotainment systems. I have lead my teams to create new code to extract data how customers behave in the vehicle which help our engineers to understand the use case prior to issue observation. I have also used this data to present most popular features and recently identified potential revenue stream valued in the region of \$100m. I have a patent pending on this feature. Strategy is to reduce cost of development of new and existing features whilst enhancing the customer experience. GDPR lead for Infotainment – ensuring IVI is compliant with GDPR May 2018. Lead implementation & launch of Vehicle Data Share feature on the JLR Infotainment system - This feature helps improve the quality of the customer experience and engineers now have ability to read exact verbatim and analysis

- Created the vision for Vehicle Data Share Eco System long term strategy for whole vehicle data collection and analytics
- Implementation of Automated DT Issues Management system Now in operation start of operation 250 DTC's now to less than 10 new DTC; in readiness for Plant operations- left shift; saving cost on production track line.
- Infotainment Data Analytics Now publishing data on customer interactions with system
- Set up cloud server & analytics supplier, collaborating with key partners future machine learning
- Collaborating with JLR Legals to ensure VDS is compliance with GDPR 2018 guiding team on BIG DATA Legal Framework
- iDAQ team restructure; clear R&R's; identified need for BIG DATA Data Scientists;

## **CORE SKILLS MATRIX**

Project & Programme Management
Connected Car & Infotainment
Big Data Analytics
Google Doc & 360 Office
Cross Functional Agile Software Delivery
JLR Processes (Quality)
8D Problem Solving
Presentation & Dashboard
Finance Management
Business Development



## **LANGUAGES**

## INTERESTS & HOBBIES









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2014 to Present

NGI Customer Sign Off & Launch

Jaquar Land Rover

Role: Manager – Customer Sign Off Manager & Launch My role and my direct reports are responsible for taking the lead to manage all incoming issues into Infotainment and Electrical globally including China, USA, Korea, Japan & EU. I am also responsible for taking the lead to report out the status of the complete Infotainment & Electrical system at various senior & board leadership meetings. I also ensure ongoing process developments for Product delivery, investigating opportunities to improve the quality and efficiency of the product development process. Responsible for a team of 50 (including 8 Apprentices) managing the Launch phase of the new Infotainment System and managing issues and resolutions. My role is critical to efficiently develop and manage Infotainment system integration and delivery of the complete Infotainment system to a world class quality level.

Key Achievements

Delivery of Next Generation Infotainment System through the launch phase of Jaguar XJ (X351 15MY) to latest launch Range Rover,

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July 2013 to July 2014 Infotainment Integration

Jaguar Land Rover

Role: Electrical Infotainment Team Leader & Project Manager Responsible for a team of 6 (2 interns) managing all Electrical issues and resolutions during Launch phase. I have the responsibility of driving change in a cross functional department (Infotainment and Electrical) on issues which result in customer dissatisfaction during the launch phase. I am also responsible for the reporting out health status dashboards and sufficiency plans for the Electrical department. I am currently leading the deployment of next generation data logging systems for JLR products.

#### Key Achievements

- Delivered resolution of Electrical issues raised during the launch phase on Jaguar F type coupe including Audio EQ and improvement to 3<sup>rd</sup> Party audio call quality. Result Approval from Vehicle Line director / management to ship products.
- Automated an issues management database, development and implementation of metrics dashboard for vehicle launch phase.
   Issued weekly to the Electrical Directors and SM community now have a better overview of health status of their commodities and react faster. This has been well received in Electrical and now a bench mark for JLR issues process.
- Represent the electrical department in regular Product clinic meetings with Vehicle line & Launch Directors / Chief to explain how
  products / features work and address any issues that require attention. Also managed the risk assessment process for Electrical.
- Resolved key issues which would have resulted in production stoppage saving £millions.
- Field Evaluation Launch status is now an agenda item in all Electrical Project Reviews. By implementing this into the review, there has been a reduction of unnecessary AIMS' being raised thus resolving the issue before it is escalated.
- Planning and development phase a new process to evaluate launch vehicles at an earlier stage. Results by bringing evaluation
  process earlier the business can achieve a saving of in excess of several million pounds.

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July 2011 to July 2013 Infotainment Programmes & Quality

Jaguar Land Rover

Role: Special Projects DAB+ Retrofit for Jaguar XK Responsible for the project delivery of DAB+ retrofit global release to ensure customers with pre 2012 model year vehicles can get them updated to current specification – affected 135,000 customers globally.

#### Key Achievements

- Delivered software solution for DAB+ where countries have switched off DAB;
- Developed a solution to offer DAB+ Generation 2 and 2.1 Infotainment cars;;
- Developed DAB+ Tuner to be backward compatible, assessed new software CODEC (improved audio quality);
- Supplied Swiss JLR Dealer with prototype module with updated Module within the agreed time frame;
- JLR CEO's request fulfilled by delivering a robust engineering solution. Now a revenue stream for JLR Infotainment accessories division

Infotainment Generation 2.1 & Next Generation Infotainment Systems delivery for Range Rover Sport, Range Rover Evoque and Land Rover Discovery. Responsible for the full Infotainment systems application delivery for Range Rover Evoque, Range Rover Sport, Land Rover Discovery 13,14,15 & 16MY.

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July 2011 to July 2013 Infotainment Programmes & Quality

Jaguar Land Rover

Role: Module Leader - L538, L550 & L359

## Key Achievements

- Delivered full Infotainment Systems Application for 2013 Range Rover Sport & Land Rover Discovery;
- Launched the full Infotainment Systems Application for the 2014 Range Rover Evoque and 2014 Land Rover Freelander.
- Saved £350,000 of JLR's capital by re-deploying hardware to another facility instead of writing off hardware;
- Lead the development and launch of a new Infotainment Metrics Dashboard which now provides clear, concise valuable information;
- Managed a complex introduction of a new system for the Range Rover Sport which involved stakeholders from purchasing, sales and marketing, manufacturing and launch;
- Representing Infotainment project status to Director level and representing/deputising for Senior Managers in Project reviews for vehicle programmes:
- Managing the full design verification of systems and sign off of systems on car lines;
- Achieving green status for key gateways in the milestone; and, Task force management, resolving technical issues to release
  vehicles to market. Now a revenue stream for JLR Infotainment accessories division

East - A5-M1 Link (Dunstable Northern Bypass).

## Key Achievements

- Forecast and actual budget management within 5% tolerance on £179m project;
- Managing a team to deliver a number of products (including Business Case) to key gateways;
- Saved £8m of funding by negotiating an agreement where 2 stakeholders agreed to share a corridor;
- Organised & coordinated Public Inquiry Orders; Compulsory Purchase Orders;
- Approved all media publications for the scheme during the development phase;
- Represented A5-M1 Link project at Board Level meetings on a monthly basis;
- Management of the finance for the project overall; and,
- Presenting project status to Director level on a monthly basis;

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July 2006 to July 2009 Intelligent Transport Systems (ITS)

July 2009 to July

Major Projects

Department for

Transport

Role: Assistant

Project Manager

Atkins Global Consultancy

Role: Assistant Project Manager / Graduate Engineer Delivered a number of high profile projects for Atkins in Transport Systems. Developed innovative traffic calming technology design and implementation schemes (Ramp Metering, Integrated Traffic Management) CCTV design and build, site management, including creating specifications for traffic light controllers specifications, datasets and overseeing validation.

## Key Achievements

- Ramp Metering Responsible for the full handover of Ramp Metering Phase 0 + 1 for parts of England. This is an achievement
  which was recognised by management as there had been a number of attempts in the past to handover these sites.
- Integrated Traffic Management ITM (£500k budget) Delivered a high profile project which involved management of stakeholders and liaising with Department for Transport and Local Authorities.
- Collaborating with a number of signals specialists to work on the integration of two unique traffic calming technologies.

## REFERENCES AVAILABLE UPON REQUEST