**ADAM SUNDHOLM, LSSWB, PMEC**

Everett, WA | Remote Friendly | Relocation Friendly

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**EXECUTIVE SUMMARY**



*Excellent communicator. Great work ethic and teamwork skills. Through an education in engineering crossed with business experience, ability to translate engineering concepts into a coherent business plan without the need for extra steps. Has experience leading teams in an agile environment, working on both physical and digital products. Proven experience in strategy, formulating multi-year financial plans and collating research/customer interviews to create long-term business strategies that are executable at the project level. According to The Predictive Index, top traits are Maverick (innovative, “outside the box” thinker, undaunted by failure) and is independent and individualistic; strong minded and determined. Passions are in understanding industries and finding white space to improve products and/or create alternative revenue streams/experiences.*



**CORE COMPETENCIES**



* **Business/Technical Integration:** 5 years of integrating technical and business knowledge, leading cross-functional teams, and combining engineering know-how with business requirements to achieve improved products and bottom line.
* **Strategy/Planning:** 4 years of experience earned at Keurig and Ford Motor Company utilizing market research and customer insights to draft multi-year (3-10) strategies to grow product bases and increase customer satisfaction. Able to extrapolate data and combine technical research with competitive landscape to shape narratives of teams.
* **Finance Analysis:** 4 years of financial modeling experience, pulling together quantitative and qualitative models of the value derived from various products.
* **Product Management:** 3 years of proven product management expertise earned from Keurig and Ford Motor Company. Part of 10x key product strategies/programs throughout career. Approach is learning from the customer and leveraging business and technical leadership to break down problems and develop/deliver solutions.
* **KPI Creation/Reporting:** 3 years of experience earned at Ford Motor Company through end of year budget/KPI management, creating KPIs required for additional funding to be applied to projects.
* **Program Management:** 3 years of proven program management expertise earned from Notre Dame and Ford Motor Company. Leads by example. Unafraid to get hands dirty and brings the team along as they learn.
* **Contract Negotiation:** 2 years of contract experience, leading business term negotiations with multiple partners while working for Ford, including managing terms in time sensitive environments. Leveraged knowledge base of data privacy in order to protect Ford consumers
* **Agile Project Management:** 1 year of experience at Keurig, utilized agile sprints to deliver new, higher quality brewers in reduced timelines.
* **Business Owner:** 1 year of experience earned at Ford Motor Company through management of multiple businesses as sole business owner during transition period including the management of engineering teams, finance reporting, contract negotiation and more.
* **Leadership:** 1 year of people leadership experience. Coaching one individual into becoming a successful contributor at Ford. Generally a hands-off leader focused on empowering someone’s skillset to enhance individual growth with an eye towards project success.

**KNOWLEDGE | SKILLS | ABILITIES**



*Communication*

*Financial Modeling*

*KPI Development*

*Leadership*

*Leading via Influence*

*OKR Development*

*Program Management*

*Project Management*

*ROI Strategy*

*Strategy*

*Technical Troubleshooting*

*Time Management*



**PROFESSIONAL EXPERIENCE**



*Senior Strategy Analyst, Data Products & Third-Party Engagements November 2020 – Present*

*Ford Motor Company | Model e* *Remote/Seattle | HQ: Detroit, MI*

*Promoted to Senior Strategy Analyst to lead macro strategic projects for group development and growth. Owned finances and supported product owners in building roadmaps for their businesses. Integrated technology roadmaps with various finances for product planning.*

* **GTM Strategy | Revenue Generation:** Led Go-To-Market Development of strategic initiative with Ford’s software and cloud partner, Google. Resulted in $100M expected revenue in new business potential at launch.
* **Business Development | Planning:** Developed and maintained financials totaling approx. $1B of revenue for multiple business teams, forecasted multi-year engagements, and regularly presented to finance and department leadership.
* **Leadership:** Managed a small team of 1 Senior Analyst to understand integration between connected vehicles and the increasing technology of smart cities and deliver resulting 10-year strategy.
* **Corporate Strategy:** Co-authored 10-year strategy for data products utilizing vehicle data, anonymized cloud technology and presented to C-Suite leadership showing the potential for Ford to increase revenue $1+ BN.
* **Vendor Management:** Managed a consulting company to develop multi-industry spanning research and competitive assessment to guide leadership decisions and push forward internal technology decisions resulting in 400+ page deliverable to guide future strategic work. Research and resulting analysis resulted in strategy presented to CEO and approved in Fall of ’21.

*Business Analyst, Data Products & Third-Party Engagements* *Feb. 2019 – November 2020*

*Ford Motor Company | Ford Smart Mobility* *Palo Alto, CA | HQ: Detroit, MI*

*After leaving Keurig, I had realized that I enjoyed the business aspect of engineering/product development over the raw engineering aspect. My interest in automotive and connected technology intersected well in the Ford Smart Mobility world. This team looks at utilizing connected assets from vehicles to generate revenue through data to improve the world around the vehicle and to create new, better experiences for the driver.*

* **Product Leadership | Contract Negotiation** Brought new product to market for EU drivers providing safety information and traffic notifications through a partnership with HERE Mobility which resulted in a safer driving environment and $500k revenue annually.
* **Business/Technical Integration** Led a team of system architects and software engineers through a blueprinting of cloud capabilities to provide supplemental recommendations to technical roadmap leading to change in architecture plan for future connected vehicles.
* **Team Lead |Coach** Onboarded new employee into Ford and coached him in corporate fundamentals which enabled him to be a successful member of the larger organization.
* **Partnership Lead | Contract Negotiation** Led a cross-organizational team reviewing synergies between one of Ford’s portfolio investments (Tomorrow.io) and Ford internal processes which resulted in $500k annual savings and 3 new product opportunities.
* **Financial Planning/Analysis** Led year-end forecast planning and devised methodologies for understanding qualitative and internal value not tied to direct revenue.
* **KPI Creation/Reporting:** Developed analytics for project success and engineering benchmarking in to set up for future key business benchmarking resulting in better leadership report-outs.

*Product Attribute Strategist March 2018 to August 2018*

*Keurig | Design Attribute Leadership Team Burlington, MA*

* **Product Development:** Developed processes for the creation of competitive landscapes for all brewers leading to new product roadmap.
* **Insights Management:** Integrated technology with insights for the creation of a plan to tackle one of the major growth platforms for the company with potential for a 7% market penetration increase.
* **Road Map Planning:** Designed and implemented potential road mapping designs for the forecasting and development of next-generation Keurig brewers.

*Design Engineer* *August 2017 to March 2018*

*Keurig | Brewer Fluid and Thermal Systems Engineering* *Burlington, MA*

* **Specifications Creation** Retroactively developed detailed specifications for widely used brew engines in order to deliver system efficiency and expediency.
* **Product Management** Acted as a product manager regarding beverage experience for the new lines of brewers and their respective segmentation, so that product owners could focus on mechanical design and feel.
* **Program Management** Managed timelines and built project sprints concerning beverage experience, consumer attachment and product cost.

*Process Engineer* *August 2016 to March 2017*

*Keurig | Beverage Development* *Waterbury, VT*

* **Process Engineering** Handled process implementation of a 2 million annual k-cup line for a large partner in a short period, meeting both business and quality needs.
* **Process Improvement** Developed shelf-life optimizations for the 1/2 billion-dollar Kold filling lines to deliver a doubling of shelf-life and a savings of tens of millions of dollars, working cross-functionally across multiple sites.

*Innovation/Process Engineer* *July 2015 to August 2016*

*Keurig | Research and Development* *Waterbury, VT*

* **Innovation** Engineered various methods for the concentration and development of alcoholic beverages that resulted in the Drinkworks Joint Venture between Keurig and Anheuser Busch.



**SELECT EXTENDED CHRONOLOGY**



*Business Analyst | Silver Lake Eye Care Center | 2014*

*Student Employee | University of Notre Dame Athletics | 2011 to 2015*



**EDUCATION**



**Bachelor of Science (BS) | Chemical Engineering**

**University of Notre Dame**

* **Coursework:** Chemical Engineering, Chemistry, Physics, Calculus, Statistics, Economics, Political Science, African History, Finance, Bioengineering, Graduate Chemical Engineering.



**CERTIFICATIONS**



Lean Six Sigma | White Belt Certified (LSSWB) | The Council for Six Sigma Certification | 2022

Project Management Essentials Certified (PMEC) | Management and Strategy Institute (MSI) | 2022



**CONTINUING PROFESSIONAL EDUCATION**



Business Strategy from Wharton: Competitive Advantage | University of Pennsylvania | Auditing via edX 2022

Strategic Leadership: Impact, Change, and Decision-Making Specialization | Dartmouth | Auditing via Coursera 2022



**PERSONAL INTERESTS**



**Hiking | Mariners | Coffee | Video Games | College Football | Golf | Wine Connoisseur**