

Jay Heuer

Product Development & Innovation



Let us solve your challenges:

Innovation 20 years driving innovation: 7 new categories, 1 market introduction

Leadership 7 years as **Fortune 500 executive**: **\$8 Million p.a. budget**; started up 5 departments; rewarded for my talent; 10 years of **start-up experience**: founded 4 software and consulting businesses

Decision Making 15 years of **portfolio management, executive leadership** and **financial analysis** for product development: **4 multi-million \$ business cases**

Managing People **10 years people responsibility**: **80++ engineers and product developers**; understand inclusive geographical & cultural diversity

Strategy & Execution **10 years of developing and executing strategy**: R&D for 8 years, 3 strategic software projects; working on Software Start-up right now

Technology 25 years **Digital Experience; CIO Staff**

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TV Microwave



Digital Home at Retail



B2B Portal & Applications



Consumer Web Applications



Consulting Businesses



Open to global relocation;
Currently living & working
in Northern Germany

Locations & FTEs: USA (50), Italy (20), Brazil (10)

Budget: \$8Million for Research & Development

I am a Change Agent:

Teamwork Introduced **Iterative, Highly-Engaging Goal Setting and Appraisal System; Matrix Organization**; Introduced **Wikis and Blogs in 2003** as corporate team communication backbones

Experimentation Developed and Deployed **Formal Concept Car Process** and **100-Day-Experiment Process**

The Public **Invited Keynote Speaker** about Product Development and Innovation; **Frequently interviewed** on **Concept Cars and Experimentation** (even by CNBC's Mike Hegedus, Squawk Box)

Open Innovation **Created and Managed New Partnerships** with MSFT, IBM, Panasonic, Samsung, Nokia, Best-Buy, and Sears