

Dan Westin

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Professional Summary

Board Advisor / Program Director with expertise in board management, mission execution, business performance, generating new opportunities for growth and strategic business transformation, including:

- **Board Management:** Creating integrity in Board mission and performance
 - Turned around un-productive board to strategic collaboration - NIMPA -Joint Action Power Purchase Agency
- **Strategy, Market Transformations, & Turnarounds:** Performed major industry transformations, turning around major services accounts and leading digital transformations in traditional industries
 - Turned around major global product lines by applying growth methods for mature products (Ericsson Radio Sector)
 - Built \$600M in revenue for cellular systems by growing mature market (Italy) and expansion into China (Ericsson)
- **Financial Management & Funding:** Project ROI execution, multi-million dollar budgeting; financial statements, grant funding, transforming liabilities to assets
 - Created \$2M+ revenue source from Transmission asset that was a maintenance liability
- **Leadership & Team Management:** Managed global, cross-functional resources of up to 25 professionals (direct management) and 100 (indirect management); mentoring
 - Built from ground-up three product line teams, including tactical diversity hiring
- **Product Launches:** Lead for key strategic programs and projects; innovated and launched leading products; product management, project management
 - Created and launched inside 9 months a novel global Radio Local Loop product line - Ericsson
- **Innovation & IP:** technology validation and market fit; IPR/Patent creation
 - Co-wrote patent for groundbreaking blockchain application for campus wireless - GeoVerse
- **Relationship Management:** Negotiating with key customers, vendors, stakeholders, CxO's, manufacturers and industry associations, including standard defining authorities; handling Statement of Work and contracts
- **Data Analysis:** Statistics, forensic accounting, regression analysis
 - Created from scratch new database for analysis of electrical utility asset utilization - RMU
- **Opportunity Generation & Global Marketing:** Business development, creative revenue sources, portfolio management, market segmentation, customer service
 - Drove market portfolio to \$25M of sustained revenue while market was taking a downturn - Teleca
- **Business Performance & Business Management:** Business plans, business modeling, score cards
 - Sector lead on Malcolm Baldrige Award - Motorola
 - Sector lead on AsiaPac 5 year business plan - Motorola
- **Internal and External Consulting**
 - Motorola Center of Excellence Business Models

Industry Experience:

- Fortune 500 global tech firms (public, private, and not for profit)
- **Energy:** Joint Action Agencies, Energy Efficiency, Renewable energy, GIS
- **Other sectors:** Mobile telecom, engineering services, crypto/blockchain, Smart Cities, education

Education/Certifications: MBA University of Chicago, MScEE Chalmers University of Technology, Executive Six Sigma Motorola, FEMA 800 certified

Technical Skills: Microsoft Office, Salesforce, Excel, MS Project, Statistical software

Direction: Support startups, small-medium companies, and non-profits with economic development strategic plans in roles such as Board Member, Program Director, or Consultant

Professional Experience

Consultant, DMW SMx Consulting LLC
Program Manager, Franklin Energy
Director Business Management, RMU
Project Director, International Consulting Co
VP Marketing, Teleca
Director Strategy, Motorola
Other roles at Motorola and Ericsson