

# JAMES FISH

Managing Director / Partner / Customer Success Leader

📞 248-480-6996

🌐 [www.jim-fish.com](http://www.jim-fish.com)

@ [jfish@new-hammer.com](mailto:jfish@new-hammer.com)

📍 Greater Detroit Area



## EXPERIENCE

### Vice President - Customer Success and Marketing

#### Lemur Vehicle Monitors

📅 02/2017 📍 St. John's Newfoundland

Advising the CEO of this consumer focused connected car enterprise on future technology strategy and M&A activities. Lead the Product Strategy function.

- Reduced digital marketing spend as a % of sales by 40%, while increasing share on the Amazon platform
- Created a digital expert system using AI and a dedicated team of technicians, full stack developers and data scientists
- Procured customer wins leading to a 540% EBIT increase in 4 years

### Partner

#### Innovatrium - University of Michigan

📅 12/2016 📍 Ann Arbor, Michigan

An innovation and technical consultancy focused on innovation competence, we help entities mature their value creation capabilities

- Clients include Amazon, USAF, KPMG, Lear, Quicken, Comerica and ITC Holdings

### Professor of Entrepreneurial Studies

#### Wayne State University - Mike Ilitch School of Business

📅 08/2017 📍 Detroit, Michigan

My course creates student led investable opportunities in the MBA Entrepreneurial Certificate program

### Chief Innovation Officer

#### Bosch North America

📅 11/2014 - 01/2017 📍 Greater Detroit Area

Hands on innovator - facilitating the efforts of globally based teams and focused on driving new business platforms

- Filled innovation portfolio with 16 "explore" business extensions
- Established the Machine Learning Center of Excellence collaboration with Carnegie Mellon / Bosch Carnegie Institute

### VP Product Management and Marketing

#### Bosch North America

📅 12/2012 - 12/2014 📍 Greater Detroit Area

SPX acquired by Bosch in December 2012

- Completed digital transformation of Marketing - \$6.2M budget
- Architected and delivered an industry first Android powered automotive diagnostic environment

## SUMMARY

A strategic thinker looking to help organizations grow through new value creation.

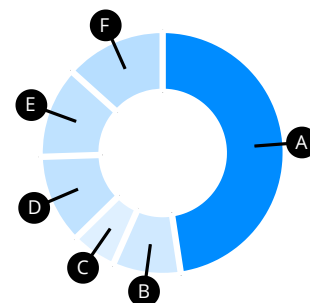
## RECENT WINS

🔑 **Advisory board member at CoLab Software and Rivet**

🛒 **Drove key consumer product to lead position in a \$15B category on Amazon**

📄 **2014 Bosch Inventor of the Year**

## MY TIME



- A** Executing Initiatives - the blocking and tackling necessary for success
- B** Customer Obsession - listening and relationship management
- C** Industry / External Focus - providing thought leadership and a line of sight to future opportunities
- D** Coaching / Mentoring - inspiring creative output and professional growth
- E** Self Improvement - reading and learning new skills
- F** Physical Activities and Adventure

## EXPERIENCE

---

### VP Global Product Management and Marketing

#### SPX Corporation

📅 03/2008 - 12/2012 📍 Greater Detroit Area

Worldwide Product Management and Marketing for a \$550M segment

- Global staff of 45
- Lead for anti-trust portion of divestiture.
- Led the turn around for a DIY focused Retail business - gained 10 points of market share, drove GM% up 12 points

### Director of Marketing and Product Management

#### Snap-on Incorporated

📅 2006 - 2008 📍 Kenosha, Wisconsin

Product leader for the \$360M global equipment business

- Mix shift initiative drove share gains in key category of 20 points while improving business profit net from - 4% to 13%

### Chief Engineer

#### DTE Energy Technologies

📅 2001 - 2006 📍 Greater Detroit Area

Start-up focused on onsite micro power generation - Engineering leadership for the largest product line

- Start-up grew from 40-160 colleagues

### Management Consultant

#### Pattiglio Rabin Todd and McGrath

📅 2000 - 2001 📍 Various Client Locations

### Engineering / Management

#### Ford Motor Company / Visteon

📅 1990 - 2000 📍 Various Michigan Locations

## EDUCATION

---

### Master of Business Administration

#### University of Michigan

📅 1992 - 1997 📍 Ann Arbor, MI

### BSEEE - Electrical Engineering

#### Michigan Technological University

📅 1985 - 1990 📍 Houghton, Michigan

### BSBEA - Engineering Administration

#### Michigan Technological University

📅 1985 - 1990 📍 Houghton, Michigan

## SKILLS

---

### Transformational Tech

**Mobile OS**   **Machine Learning**

**Social Computing**

**Prescriptive Analytics**   **Data Science**

### Business Models

**SaaS**   **DaaS**   **Digital Advertising**

**Community Creation**

## OUTSIDE ACTIVITIES

---

### Past President and Chairman of the Board

#### Equipment and Tool Institute

📅 05/2013 - Ongoing

Industry association managing OEM datasets into the Mobility Aftermarket. Key technical voice on future mobility connectivity policy.

- Replaced acting Managing Director and staffed role in the interim while recruiting a replacement.

### Founding Member

#### Joint Task Force on Automotive Telematics - MEMA, ACA, ETI

📅 03/2014 - Ongoing

Description

### ASE Certified Automotive Technician

#### Automotive Service Excellence

📅 05/2011 - Ongoing

Customer immersion led me to become a certified automotive technician

## MY WORDS TO LIVE BY

---

*Those without courage will follow*