

JAMES FISH

Recent Wins

CATEGORIES

People

Board Directorships, Coaching and Mentoring

- Advisor CoLab Software - Completed our second raise of \$2.5M for seed round funding after a Y-Combinator accelerator cohort. Have personally participated in both rounds
 - Advisor Rivet - Early stage startup. Completed first raise of \$650K for this Detroit based company
 - Student Champion - Coached teams through the Detroit X Prize - 10 students of mine hired by OE Tier 1
 - "Go Back, Give Back" - Formed Corporate Advisory Board for the MTEC SmartZone incubator, staffed with 5 Fortune 500 entities leaders
 - Trained 125 people to become Certified Professional Innovators by the University of Michigan over the last 15 months
 - Team from Wayne State class remained intact and have formed the start-up Treo - a holistic digital health platform
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Delivering the Numbers

Product Blocking and Tackling

- Delivered first Android powered automotive diagnostic product in the industry, raising the GM% of the category 1100 basis points in one year - category revenue was up 55% on a YOY basis in the first quarter after launch
 - Completed an architecture overhaul of all customer facing media, deploying a Drupal based e-commerce platform and best in industry UX - resulted in a 56% increase in measured value of engagement
 - Deployed "black box" cloud based data collection system, enabling a 90% reduction in software asset time to market
 - Transition to e-com model from 2 and 3 step distribution increased product family GM by 450 bps
 - Achieved category leadership (#1 selling product) in a \$15B segment on Amazon
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Inventing

New Value Propositions

- Architected, built and released a "Technician Expert System" in 8 months. Hired and led a team of Automotive Technicians, Full Stack Developers and Data Scientist. Utilizing AI and crowd sourced reviews, created 14.2M repair solution suggestions
- Founded the Detroit X Prize, first winning team filed for four patents and achieved a \$150M cost save in a 4 month period
- 19 patent filings in the last 10 years - Awarded Bosch Lifetime Innovation Achievement
- Introduced product extension solutions at consumer electronics entity - revenue up 42% in 2020 versus 2019 in the face of the pandemic
- Created entrepreneurial class at third largest University in Michigan, receiving highest student evaluations from a new course introduction during 2017 - 2018 school year

IMAGES



European Anti-Trust Filings



Speaker



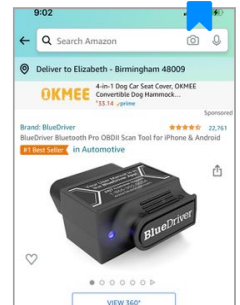
Detroit X Prize



Professor



Jumpstarting



Consumer Product Market Leadership

CATEGORIES

Rapid Business Growth

Stretching What is Possible From Teams

- Procured market adjacency customer wins that led to a 540% increase in EBIT in 4 years at founder led consumer electronics company
 - Consumer focused - NPD reported market share growth from 64% to 80.5% at an automotive DIY solutions business
 - Business unit GM solidification from 36.5% to 45.6% in two years at a consumer electronics segment of a large global business
 - Connected Car intro shifted 30% of segment revenue to software based revenue stream
 - Via aggressive promotional program, grew OEM Dealership market share from 8% to 21% at a large capital equipment business
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Turn Around from Tough Times

Touch Choices to Position for the Future

- Reduced digital marketing spend as a % of revenue by 40% by utilizing advanced analytics and experimentation while gaining share on the Amazon platform
- Restructured Marketing Organization from \$7.2M to \$4.5M budget via Digital Solutions during the 2008 downturn
- Reduced headcount by 30% in my business unit during the 2009 recession
- Led 3 Post Merger Integration functional teams, delivering a 3-year Synergy objective of \$12M in 18 months after our acquisition at 11X EBIT (\$1.1B transaction value)
- Based in China, restructured local offering, rationalizing platforms and doubling unit sales 6 months after introduction – a dual brand, single platform deployment
- Led a critical project recovery effort at a Satellite Radio Company, pulled project ahead 12 weeks, accelerating launch and \$15 M of revenue
- Rationalized product and brand portfolio of merged companies – 6 brands became 3, and 6 diagnostic platforms became 2

COURSES TAUGHT

EI 5800 / EI 7800 / MGT 7700

📍 Wayne State University

Entrepreneurial Studies in Innovation. A project-based course engages student teams to develop and apply the skills necessary to develop game-changing value propositions. Innovations that succeed in raising capital will identify a market opportunity, validate that opportunity and apply entrepreneurial rigor in the process. Corporate Sponsors present a challenge, providing students with the opportunity to work on real problems as they explore opportunities, validate a value proposition and address issues of feasibility. Students will learn by doing, ultimately pitching to real investors for the chance to be funded. Course is designed for:

- Entrepreneurial students who wish to start their own business or experience the startup ecosystem
- Creative students who wish to learn how to create value inside an existing entity
- Students targeting positions in venture capital and private equity firms