

Mary E. Joyce

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Summary

Entrepreneurial minded technical leader with strong business, financial and strategic acumen. An innovative thinker that thrives in fast moving environments and on complex assignments.

Core competencies include:

- Global Operations, Strategy and Program Management
- High Integrity and empathetic leader with proven emotional IQ
- Strong Research and Innovation experience
- Excellent presentation skills (including c-suite/trade shows)
- Sales, Business Development & Consulting
- Broad Software / Systems Engineering / Management Experience
- Successful Product Launch and Product Lifecycle Management
- Strong Leader with Relationship and Team Building Success (*managed teams of leaders from 2 to 500 including "matrix" reporting structures*)
- P&L, FP&A and Budget Forecasting
- Process Optimization and Cost Reduction

Education

MBA - International Business and Data Analytics— 2017, (3.9 out of 4.0) Oakland University

MS - Electrical and Computer Engineering – Magna Cum Laude, Oakland University

BS - Electrical Engineering – Magna Cum Laude, Oakland University

Experience

Head of Global Vehicle Planning, Program Management / Operations; FCA - Fiat Chrysler Automobiles

January 2016 – Present

This position is a direct report to VP of Global Vehicle Engineering.

Successfully transformed the NAFTA ER&D (Engineering Research & Development) forecasting, tracking and alignment processes to optimize IFRS (versus GAAP) standards. Transformation was successful in notable P&L improvements through capitalization of resources.

Global responsibility for ER&D execution (timing, financials, definition) for Jeep, Dodge, Ram and Chrysler vehicles, as well as all advanced projects:

- [Autonomy](#); [Connected Vehicle](#); [Electrification](#); [Regulatory & Safety](#), [Cyber Security](#)

Successful launch of data analytics model and application to predict ER&D costs for vehicle programs (ranging from \$2M to \$2B). Coordinated and launched SAP integration with multiple legacy engineering systems.

Webfolio: www.mejoyce.com

Year over year vehicle program cost reduction success (10%) through innovative Engineering efficiency initiatives, process improvements, supplier co-design reduction, prototype tooling and part cost reduction.

Led the development and rollout of tools and processes to enable successful collaboration of resources and materials globally (EMEA, NAFTA, LATAM and APAC). Enabled reduction of outstanding statement of work initiatives by 82%.

Spearheaded process improvements that enabled vehicle engineering to realize a reduction of 16% in purchase service activities and reduction of 29% NPI (overhead).

Senior Manager – Electrical, Software; FCA – Fiat Chrysler Automobiles

June 2013 – Jan 2016

Responsible for electrical component, software, system design, regulatory and validation of specific vehicle lines (Electrification / Gasoline / Diesel).

Led the successful launch of the Pacifica PHEV minivan on time and under budget. Ensured that cost, quality and performance objectives were met.

Product lifecycle responsibility included:

- Autonomous Driver Assist systems (Autonomy) and Cyber Security
- Active Chassis and Regenerative Braking,
- CAN networking (including Electrification bus)
- Radio, Connected Services & Back Seat Entertainment,
- Body controller, Cluster & Center Stack
- Keyless Entry and all electrical modules
- All electrical and wiring systems (both High Voltage and Low Voltage)

Successful definition of technical features and functional objectives led to a seamless launch. Primary challenges of electrification and advanced vehicle entertainment systems required a strong leader to manage multiple functional areas (Global Connected Services, Electrical, Powertrain, etc)

Promoted from Manager of Software Lifecycle tools, methods and processes. Led a team of engineers (both in India and in Auburn Hills) in the definition, deployment and support of tools, methods and processes necessary for the entire software lifecycle. Successful in the automation of multiple legacy processes and data mining tasks using data analytics.

Spearheaded the ISO 26262 rollout, internal CMMI Product and Process Audits, definition of KPI's and the automation of data mining to support the metrics for internal continuous improvement projects.

Senior Software Manager - Analytics Division; ControlTEC, LLC

February 2012 – June 2013

Led the design, development and deployment of CT-ENERGY™, a big data cloud application that automates the strategy to meet fuel economy and greenhouse gas regulations.

Pioneered the application's ease in creating vehicle and powertrain combinations and generating plausible projections for fuel consumption, CO2 emissions, and acceleration performance instantly (for vehicles and entire fleets). Responsible for application security.

Knowledge and skills include automotive system knowledge, database design and both backend (JAVA) and frontend (JQuery / Bootstrap) coding, vehicle emissions, electrification and associated technologies, and NAFTA, EMEA, APAC government regulations.

Successful in reducing time to market and cost, through the use of agile development methodologies.

CEO and President; Nicayla Enterprises, Inc.

January 2002 – June 2012

Founder of online application development and research / consulting firm. **Successful in 100% year over year sales increase for four consecutive years.** Startup to a quarter of a million profits within five years.

- Led development in cloud solutions including LAMP, AWS and Microsoft platforms.
- Oversaw development teams in India and US.
- Custom development of both B2B and B2C software applications.
- CMMI and Scrum / Agile development methodologies.
- Responsible for security at all levels (transaction, network, server, software)

Experience across a broad range of digital/commerce technologies and platforms across Web Solutions, Digital Marketing, Enterprise Portals, Content and Cloud. An important part of the success of the company was the ability to stay on the forefront of new technology.

Strong Data & Analytics, CRM, ERP, Supply-Chain, Digital Marketing, Creative UI/UX, Interactive & Custom Java-based Applications.

Sr. VP of Technology and Application Development; GregRobert eCommerce, LLC

January 2003 – January 2011

Designed, developed and deployed a multi-channel / multi-store ecommerce and distribution network enterprise from ground-up. Implementation of PCI compliancy and multiple Cyber Security initiatives.

- Successful in 50% - 100% year over year sales increase for five consecutive years through successful SEO, technology innovation and digital advertising techniques, as well as a strong customer focus.
- Managed the design and implementation integrated marketing and advertising strategies to achieve sales growth and advertising ROI. Strategies include SEO, SEM, PPC/PPA advertising and marketplace implementation (Amazon, affiliate networks) to drive growth. E-mail campaign strategies (previous customer and abandon cart re-engagement) with customized content contributed to 20% sales increase.
- Designed and continuously improved customer service processes based on qualitative and quantitative customer feedback analysis.
- Leadership in Enterprise Architecture, Digital Solutions, eCommerce (Omni-Channel: B2C including Retail, B2B, B2E, Mobile/Pervasive), Content Management, Internet of Things (IoT), Order Management & Fulfillment, Social Collaboration.

Embedded Controller / Electronics / Application Software Manager; Chrysler

Pre 2003

Started career at Chrysler and was given a number of assignments within Powertrain, Calibration, Electronics and Software Development with increasing responsibility.

Webfolio: www.mejoyce.com

Highlights:

- Recipient of the WALTER P. CHRYSLER award for alternate fuel algorithm development and implementation. *Highest technology award possible at Chrysler saving \$3B in CAFÉ credits over the next decade.*
- Successfully designed and developed multiple special projects including Ethanol, Electrification, OBD, Electronics, Security, Encryption and Connectivity. *15 US Patents awarded*
- Led the powertrain software development team in the design and launch of the next generation engine control module and associated code.

Position grew from management of a team of 5 software engineers to multiple platform software leadership roles.

APPENDIX – SKILLS

- **Quality:** SWOT, DFMEA, Sig Sigma
- **Digital Marketing:** SEO, SEM, Email, Social
- **Analytics:** Qlikview, Microstrategy, Google Analytics, Adobe Marketing Platform, SAS
- **Cloud & Web:** Microsoft / Amazon AWS -> Full stack web / Back-end, Middleware, Front-end
- **Web Services:** SOAP & REST, XML, AJAX & JSON
- **Embedded Systems:** C, C++, Assembly, Automotive SPICE, CMMI, AUTOSAR, ISO26262, Matlab, CAN
- **Distributed and Cloud Computing:** Big Data, Hadoop, AWS, Teradata
- **Languages:** Java, C, C++. Linux, Python, PHP, HTML5, Javascript, JQuery
- **Databases:** dBase, Oracle, MySQL, SQL Server, SAP
- **Methodologies:** Agile, FDD, LD, RAD, Waterfall, SDLC
- **Development Environments:** Eclipse, XCode, Visual Studio, NetBeans, Github
- **Software Security:** VMS, Access control, Automotive Cyber Security
- **Emerging Technology:** Connected Vehicle, Electrification, Autonomous Driving
- **Mobile:** Android/ iOS

APPENDIX – PATENTS & AWARDS

Walter P. Chrysler Technology Award

Chrysler Corporation August 2002

Recipient of the highest technology honor at Chrysler - The Walter P. Chrysler Technology Award for the Method of Determining the Composition of Fuel in a Flexible Fueled Vehicle and for the Method of Determining the Composition of Fuel in a Flexible Fueled Vehicle Without an O2 Sensor.

Software development framework for constructing embedded vehicle controller software

United States U.S. Patent 6,550,052 Issued April 15, 2003

Method of determining the composition of fuel in a flexible fueled vehicle

United States 6257174 Issued February 17, 2005

Method of determining the composition of fuel in a flexible fueled vehicle

United States 5850824 Issued October 29, 1997

Method of determining ethanol thresholds in a flexible fueled vehicle

United States 5868117 Issued October 29, 1997

Method of determining the composition of fuel in a flexible fueled vehicle

United States 5881703 Issued October 29, 1997

Method of triggering a determination of the composition of fuel in a Motor Vehicle Capable of Operating on more than one fuel type

United States 6041278 Issued October 29, 1997

Method of determining the composition of fuel in a flexible fueled vehicle

United States 5950599 Issued October 29, 1997

Fuel control enhancements for a sensorless flexible fueled vehicle

United States 5957094 Issued October 29, 1997

Method of compensating for a failed sensor in a flexible fueled vehicle

United States 5947089 Issued October 29, 1997

Method for determining fuel composition

United States 5400762 Issued August 24, 1999

Method of compensating for boil-off alcohol in a flexible fueled vehicle

United States 5915342 Issued October 29, 1997

Method of determining the % alcohol content in a flexible fueled vehicle

United States 5901671 Issued October 29, 1997

Method of controlling the air to fuel ratio in a flexible fueled vehicle

United States 5937798 Issued October 29, 1997