MAX PATEL

Strategic Director

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Strategist • Innovation Leader • Technologist • Data & Statistician • Transformational Program Leader

Dynamic business and technology leader driving innovation and outcomes through strategy design, development, and realization. Proven expertise in leading complex transformations, IT and business modernization, and turnaround having generated over $43.8M of savings, $52M in revenue, and over 250% in operational savings. A roll up your sleeves change agent.

WORK HISTORY & ACCOMPLISHMENTS

PM Principle, LLC Founder & Managing Partner July 2023 to Present

* Founder of a successful 10-year boutique consulting firm with over 26 clients globally, including PVH, McKesson, LVMH, VMware, and others.
* Led a $60M, rapid results, Technology transformation initiative for a Fortune 500 conglomerate advancing their data science, migrating systems and operations to the cloud, and enabling automation, AI, and ML capabilities.
* Rapid-results turnaround lead for a global Fortune 500 Company managing Deloitte, BCG, and senior client executives in a $20M global marketing transformation reducing enterprise MarTech operating cost by over $26M per annum.
* Leader in developing, defining, and transforming business problems and challenges into achievable solutions.
* Generated $2.2M of revenue (in six months), a 95% doner retention rate, and a 30% increase in donors for an LA-based not-for-profit.
* Led marketing, market entry campaigns, and PR events for a $4B global manufacturing, advanced technology, and robotics firm taking them to Amazon MARS, The Tonight Show Starring Jimmy Fallon, the Nature Channel, and much more.
* Led sales team of an established mid-sized firm in generating over $22.3M in revenue for 2023 through strategic positioning.
* Developed and deployed digital marketing strategy increasing brand recognition by over 65% in 6 months through social media placement and marketing, SEO, and email marketing.

Photon Infotech Principal Strategy Consultant & Director January 2019 to June 2023

* Helped to organize, build, lead, and mature the strategy consulting practice for a $100M Global Technology Development leader from an 8-person team to a 33-person elite practice.
* Directly led team of 7 principal consultants, 3 analyst, and creative personnel to solution business, marketing, technology, and other challenges for large cap companies such as Allstate Ins., Sephora, J.P. Morgan Chase and Co. and others.
* Increased LVMH (Dubai) revenue by over $40M in 6 months by developing and launching a Globalization through Regionalization Strategy.
* Raised NVA’s efficiency by over 250% through development of a novel Modern Master Data Management Strategy.
* Saved VMware over $50M by designing and deploying an innovative Customer Success Strategy encapsulating all customer touchpoints from Marketing to sales to support.
* Managed global Marketing programs and transformations on site in Dubai, London, Paris, and throughout North America.
* Lowered Toyota’s technology costs by 10-15% by reorganizing and reorienting all marketing efforts to Salesforce.

Festo Chief of Staff & Head of Strategy January 2016 to November 2018

* Led SAP financial transformation.
* Head of Strategy and Chief of staff for a $13B Global leader in manufacturing technology, automation, and robotics.
* Turned around a failing business unit from a consistent loss generator of $2.5M into positive revenue generator with estimated sales forecast of over $5.5M through the design of a holist operations process, reorganization, PR, and marketing strategies.
* Led company in political re-alignment to the changing US market enabling greater sales, growth, and increased market share.
* Founded new market segment and orchestrated marketing and sales efforts to garner over $42M of additional sales.
* Oversaw Marketing, Strategic Partnerships, Logistics and Delivery, Innovation Lab, and Product Management.

New York and Company Snr Executive Director, EPMO & Strategy January 2015 to December 2015

* Strategic placement by PE with mission to cut and control all costs and ready company for divestiture with 6 months.
* Reduced all operating costs by over 50%, marginalized all technology costs by 22%; and managed, categorized, and oversaw all strategic efforts including vendor relations enabling the rapid sale of company.

CTS Partners (for Estee Lauder Companies) Snr Strategy Consultant January 2008 to December 2014

* Successfully turned around and managed a global SAP implementation and transformation overseeing 47 direct reports and other staff, $500M of budget, and various vendor relationships.
* Served as a strategic advisor to C-suite executives in Corporate Communications, Information Technology, Procurement, and Strategic Services.
* Created and implemented a global outsourcing program generating over $50M of savings per annum by securing the services of global [technology] vendor across 4 countries.
* Turned around a failing $550M global transformation program bringing it in on time, within budget, and scope by reorganizing, aligning, and actively leading the global program teams.
* Created and modeled the 1, 3, 5-year strategies for Global Information Services, Global Corporate Communications, and Enterprise Procurement Services.
* Led and hyper-accelerated the global IT transformation and modernization effort including transition to ITIL based processes through the development, global training, and establishment of an ITIL frameworks and governance.

EDUCATION

* Harvard University Graduate Degree Master of Industrial Organizational Psychology
* University of South Florida Graduate Degree Master of Business Administration
* Cornell University Post-Graduate Cert Master Certification, Mergers & Acquisitions
* Harvard University Post-Graduate Cert Strategic Business Management
* University of South Florida Bachelor’s Degree International Studies, Government and International Law