

DANIELLE MOE

PROFESSIONAL SUMMARY

Strategic Thinker | Creative Engineer | Mentor

Collaborative leader with 10+ years of experience in the manufacturing industry, driving operational excellence and continuous improvement in every role, whether paid or volunteer. Improvements have led to increased productivity, revenue, employee engagement, customer satisfaction, and strengthened communities.

EXPERIENCE

Siemens, Denver, CO
Portfolio Manager

June 2021-Present

- Responsible for 35% growth of General Motion Control business, from \$21.2M to \$28.6M, in 2 years. Achieved growth by identifying internal and external pain points, building informal initiative teams, and closing out projects in a timely manner to improve customer experience
 - Built trust and relationships between international headquarters, business units, field service, sales, and repair shops
 - Used these relationships to first understand the concerns of each group and then to identify and implement solutions addressing the root causes
- Managed pricing for 24,000 part numbers, negotiated internal discounts from headquarters for repair components, and changed product hierarchy to better align with other business units, resulting in streamlined processes and an increase in product sales
- Nominated as U.S. representative to collaborate with seven countries to identify best practices and create international standardization for drive retrofit projects
- Formally mentored and coached 7 interns and Leadership Development Program participants, both as a direct manager and as a support role

Siemens, Denver, CO
Account Executive

February 2019-June 2021

- Exceeded yearly order intake goal by 150% in first eight months, receiving Salesperson of the Month for three of those eight months
- Established and repaired relationships with clients, focusing on exposure to new IOT offerings and sustaining current service agreements
- Owned the sales process, including identifying and promoting leads, developing opportunities, creating proposals, determining financial and margin decisions, successfully negotiating, booking jobs, and completing operations handover

Siemens, Denver, CO
Senior Proposal Engineer

January 2016-February 2019

- Orchestrated customer analysis to identify statistically significant factors for purchasing service contracts; received an Innovation Award for the results
- Led 10-person project team to develop and improve Salesforce environment, which included making improvements to UI and UX and creating dashboards for analytics; resulted in a successful tool rollout for 30 users in 2 months along with the implementation of a successful continuous improvement program
- Collaborated cross-functionally to create and negotiate contract terms, including EBIT/margin, inflation, legal conditions, and technical scope resulting in a 35% hit rate for booking proposals

EXPERTISE

- Strategic Growth
- Change Management
- Sales Operations
- Technical Communication
- Salesforce Lightning
- Six Sigma Green Belt

EDUCATION

B.S. Industrial and Systems Engineering

University of Wisconsin-Madison

VOLUNTEER

President, East Colfax Neighborhood
2021-2023

- Elected representative of a 11,000-resident neighborhood with 10+ spoken languages to work with the City and County of Denver; advocated for the needs of an underserved community
- Successfully changed 911 processes for the city and Verizon's protocol nationwide

Varsity Coach, FIRST Robotics
2017-2021

- Coached 35 high school students each year in CAD design, C++ code, manufacturing, electronics, business, and strategy
- Mentor of team asked to present at World's on "Young Women in Robotics"

Siemens, GA, IL, NC, and CO

January 2014-January 2016

Leadership Development Program

- Developed and piloted a new Business Developer role, identified and owned the strategy for the region, trained 15 channel partners on services, and provided data analytics on Point of Sales for each
- Took ownership of the Learning Development Program networking event and procured a \$200k budget for a national event with 15 executives and 90 participants
- Reinstated and revamped Leadership Development Program; created extracurricular activities for participants including Lunch and Learns, relocation assistance, and a newsletter

PRIOR SUCCESSES

- Identified and reduced causes of faults resulting in 90% decrease in downtime in the warehouse (Frito-Lay, TX)
- Led a project in Doritos seasoning, resulting in an increase in efficiency by 1% with a savings of \$100,000 annually per line (Frito-Lay, WI)
- Directed two kaizen projects to decrease Spare Parts Inventory using Economic Order Quantity (EOQ) calculations and to reorganize the plant floor for increased efficiency and significant safety improvements (Avon Hi-Life, WI)
- Decreased inspection rate from 100% to 30% using Statistical Process Control (SPC) to improve front-end processes which freed up 100 hours per week for inspectors to cross-train and assist in other areas of the facility (Avon Hi-Life, WI)
- Oversaw 14 managers, 64 members and a \$20k annual budget as Editor-in-Chief (Wisconsin Engineer Magazine, WI)