

## **CLAY PHILLIPS**

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### **Innovation, Intelligence, Strategy, Business Development**

**MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER (Grand Rapids, Michigan), 2018 - present**  
Mobility Technology Lead

- Engage with public and private sector stakeholders to strengthen the advanced mobility and entrepreneurial ecosystem in Michigan
- Build and coach a portfolio of early-stage technology-based mobility startups with an emphasis on customer discovery, business model development and stress-testing to enhance commercialization potential
- Serve as mentor for startup accelerator programs and competitions (Innovation Corps, Techstars, Ann Arbor SPARK, Plug & Play)

**SRI INTERNATIONAL (Menlo Park, California), 2017 - present**  
Executive Advisor

- Lead business development efforts in the automotive sector for the commercialization of SRI's extensive advanced technology IP portfolio, with an emphasis on data analytics and Industry 4.0 related technologies

**CROW'S NEST CONSULTING, LLC (Bloomfield Hills, Michigan), 2014 - present**  
Founder and Principal

- Apply lean startup innovation and intelligence best practices with corporate internal startup programs and non-profits to increase the likelihood of achieving growth and impact goals
- Clients: Johns Manville, Rivian Motors, The Rocky Mountain Institute, Tecat Performance Systems, Victrex

**LAUNCHPAD CENTRAL / GLIDR (San Francisco, California), 2014 - 2016**  
VP Business Development and Key Accounts

- Led new business development efforts aimed at corporate innovation programs for this lean startup training and software-as-a-service startup
- Clients: Black & Veatch, Carolinas Healthcare System (now Atrium), Intel, KK Wind Solutions, Nasdaq, The Texas Medical Center Accelerator (TMCx), Victrex, W.L. Gore

**GENERAL MOTORS (Detroit, Michigan) 1986 – 2014**

R&D: Director, Technology Commercialization & Technology and Energy Intelligence

- Commercialization strategy lead for an internal start-up and open innovation program
- Led intelligence teams responsible for the assessment emerging technologies, energy ecosystems and business models
- Led automotive and modeling analysis teams for a collaborative auto / oil and gas industry study commissioned by the Department of Energy: "Advancing Technology for America's Transportation Future"

Corporate Strategy: Director, Business Development and Strategy

- Ran the pre-bankruptcy Program Management Office responsible for Viability Plan submissions to the US Government and liaison with the US Treasury Auto Task Force's due diligence team
- Founding member and VP of GM's corporate venture capital arm, GM Ventures

### R&D: Director, GM Intelligence, Alliances and Global Planning

- Led teams responsible for information collection, competitor intelligence, and corporate strategic intelligence
- Led strategic due diligence for alliances with Fiat, Fuji Heavy Industries/Subaru, Renault-Nissan and Chrysler
- Founding member of Technology Intelligence unit formed to evaluate emerging and disruptive technologies

### Marketing & Sales: Director, Market & Portfolio Development

- Founding executive member of vehicle export planning and operations center. Led team responsible for export portfolio strategy, planning and new business initiatives

### Planning: Manager

- Managed GM's first global senior leadership strategy board focused on an integrated global product convergence strategy and portfolio planning process
- Led advanced product planning teams for new Opel, Vauxhall and Saab branded vehicles while on four-year assignment to GM Europe in Zurich, Switzerland

### Marketing and Planning: Analyst

- Analyzed North American vehicle sales and inventory positions for production scheduling. Prepared market development proposals for sales growth in Russia, Asia, Africa & Middle East

### **UNITED STATES NAVY (1978 – 1984)**

#### **Defense Intelligence Agency (Washington, D.C.) Lieutenant**

- Prepared intelligence assessments of opportunities and threats to US interests in the Middle East
- Joint Services Commendation Medal; Honorable discharge

#### **Airborne Early Warning Squadron 124 (Norfolk, Virginia) Ensign / Lt. j. g.**

- Intelligence Officer for aircraft carrier based early warning & surveillance squadron deployed to the Mediterranean Sea and North Atlantic Ocean

### EDUCATION

**Columbia University Graduate School of Business (New York, N.Y.) MBA, 1986**

**Armed Forces Aviation Intelligence Training Command (Denver, Colorado), 1979**

**Naval Aviation Officer Candidate School (Pensacola, Florida) Commissioned Ensign, 1978**

**Trinity College (Hartford, Connecticut) BA, 1978**

### DIVERSIONS

Experienced guitarist and sailor