

Bradley W. Smith

Data and AI/ML Executive | Automotive | Blockchain

smith.bradleyw@pm.me | 248-425-0006 | [LinkedIn](#) | Fenton, MI 48430

A confident, action-oriented executive leader with deep subject matter expertise in data acquisition, analytics, and monetization. Extensive experience developing compliant software solutions using data protected under DPPA and FCRA statutes.

Highly experienced in implementing complex data solutions, analytically based marketing strategies, performance benchmarks, and incentive programs. Author of multiple white papers and market studies focused on consumer retention trends and strategies.

EDUCATION

MS	Central Michigan University, Administration	2012
BS	Central Michigan University, Organization Administration	2009

MILITARY EXPERIENCE

47231A Special Vehicle Mechanic Honorably Discharged United States Air Force Veteran	1994
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PROFESSIONAL EXPERIENCE

Founder and Principal Consultant Leroy Lynn, LLC, Fenton, MI	2024 – Present
Vice President, Product Management Experian, Home Office	2014 – 2024
Senior Vice President, Client Analytic Partner UW Worldwide, Birmingham, MI	2013 – 2014
Senior Director, Product Management R. L. Polk & Co., Southfield, MI	2010 – 2013 2005 – 2009
Senior Manager, Product Management Automotive Lease Guide, Orange County, CA	2009 – 2010
Director, Research & Business Development Services Minacs, Farmington Hills, MI	2004 – 2005
Manager, Business Performance Analysis MSX International, Southfield, MI	2001 – 2004

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AWARDS, CERTIFICATES, HONORS

Fenton Education Foundation - Poker Champion	2017
Pragmatic Institute – Product Manager Certification	2014
Institute for Leadership Fitness - Certificate in Leadership Fitness	2012
R.L. Polk & Co. – Monday Morning Leadership	2008
American Society of Employers – Accounting & Finance for the Non-Financial Manager	2003
Proforma – Business Process Modeling & Monte Carlo Simulation	2003
Commerce One – Trading Partner Operations	2002
USAF – Overseas Short Tour Ribbon	1994
USAF – National Defense Service Medal	1994

WHITE PAPERS

“Leveraging Measurable Behaviors to Enhance Dealer Loyalty”	2013
“Strategic Business Questions for Automotive Business Planners”	2012
“What’s in Your Garage? Driving Owner Loyalty and Customer Conquests”	2011
“Improving Sales Volume Forecasting by Adding Loyalty to the Mix”	2011
“U.S. Automotive Market Share and Loyalty”	2011
“Online Shopping Impact on Automotive Purchase Behaviors and Loyalty”	2010
“Mining a Hidden Asset to Increase Brand Loyalty and Sales”	2009

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PRESENTATIONS

Panelist, "Auto Intel Council," Auto Intel Summit	2021
Panelist, "Three Dragons Debate – COVID-19 Impact", AASA Vision Conference	2020
Keynote, "Models, Metrics & Results", Thought Leadership Summit	2018
Keynote, "Exploring Market Realities", Used Car Week	2016
Presentation, "Spanning the Globe", SEMA	2016
Keynote, "The Data-Powered Engine", Used Car Week	2015
Keynote, "Brand Loyalty Metrics and Applications", Polk Loyalty Summit	2010

KEY INITIATIVES

1993 – Joint Special Operations Task Force (Operation Deny Flight / Provide Promise)

1994 – 1998 Conducted on-track ride and handling tests of GM EV1 (electric vehicle) and C5 Chevrolet Corvette

1999 – Develop and implement Y2K database conversion for The State Bank

2000 – Develop IVR and web-based training solutions for NAPA Institute of Automotive Technology (NIAT)

2001 – Maintain web presence for Ford's University Program Group and Salaried Tuition Assistance Program web sites

2001 – Developed content management solutions for WDETFM.com and GreekTownCasino.com

2002 – Develop Standards Validation System to improve field-based data collection for Navistar

2002 – Review, analyze, and reengineer supply chain strategy across 3 Delco-Remy plants in Mexico

2003 – Reengineer Ford Quick Lane data management applications to improve data integrity

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2004 – Develop Customer Value Index based on recency, frequency, and monetary value of consumer purchases to improve service marketing at Honda and Mazda

2005 – 2013 Develop and launch dealer loyalty measurement solutions for General Motors, Volkswagen/Audi, Nissan/Infiniti, Toyota/Lexus, Honda/Acura, Mazda, Hyundai, and Porsche

2015 – Lead development and implementation of market benchmarking solutions for BMW North America

2018 - Led development and implementation of business intelligence and credit products achieving over \$20 million in incremental revenue

2019 – Expert witness in Braman Motors, INC. v BMW of North America, LLC

2020 – Negotiate agreement for data access and marketing with Automotive News

2021 – Lead development and launch of loan/lease performance reporting product

2023 - Lead Experian Automotive generative AI product and marketing initiatives

2024 – Establish Leroy Lynn, LLC., a data, AI and blockchain consulting practice

PATENTS

Smith, B.W. "Database System for Automated Event Analysis and Detection," United States Patent 11,210,276

COMPUTER SKILLS

Programming: PHP, SQL, JavaScript, HTML, Python, PL/SQL

Applications: Tableau, Microsoft Office, Oracle, Netezza, Apache, MySQL

Platforms: Mac OSX, Windows, Linux, Azure, AWS

OTHER

Hobbies: Alpine Skiing, Simulation Racing, Poker, Golf, Boating

Interests: Technology, Real Estate, Cryptocurrency

Core Values: Health, Happiness, Family, Honesty, Integrity, Accountability