

Bradley W. Smith

Data and AI/ML Executive | Automotive | Blockchain

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Professional Summary

Experienced executive leader specializing in artificial intelligence, machine learning, data analytics, and monetization in the automotive and finance sectors. Proven ability to drive technology-driven transformation to enhance customer experiences, optimize business operations, and deliver strategic value. Extensive background in AI/ML research, development, and the implementation of scalable, compliant solutions. Demonstrated success in building high-performing teams and fostering a culture of innovation.

Core Competencies

- AI/ML Research & Development
 - Strategic Leadership & Execution
 - Customer Experience Optimization
 - GenAI & Applied AI for Business
 - AI Governance & Regulatory Compliance
 - Data-Driven Decision Making
 - Team Building & Leadership
 - Cross-Functional Collaboration
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Technical Skills

- Programming: Python, R, SQL, JavaScript, HTML, PHP, PL/SQL
 - AI Frameworks: TensorFlow, PyTorch, Scikit-learn
 - Cloud Platforms: Amazon Web Services (AWS), Microsoft Azure
 - Applications: Tableau, Oracle, Netezza, Apache, MySQL
 - Platforms: Mac OSX, Windows, Linux
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Professional Experience

Founder and Principal Consultant

Leroy Lynn, LLC, Fenton, MI | November 2024 - Present

- **Data Science & Compliance:** Guide data acquisition and monetization, ensuring regulatory compliance and secure protection of sensitive data.
- **AI Solutions:** Implement AI governance and optimize workflows, driving innovation and operational efficiency.
- **Blockchain & Web3:** Provide blockchain strategy, smart contract development, and onboarding for decentralized integration.

Vice President, Product Management

Experian, Home Office | April 2014 – November 2024

- Developed and led AI-driven initiatives in a \$130M+ market research and credit products portfolio, aligning AI strategy with business goals and driving annual revenue growth.
- Spearheaded generative AI product and marketing initiatives to enhance customer experiences, increase productivity and support revenue growth.
- Implemented patented consumer loyalty measurement products (U.S. Patent 11,210,276).
- Collaborated with senior leadership to identify AI-driven opportunities for innovation, ensuring models met regulatory compliance with DPPA, FCRA, and the California Consumer Privacy Act.
- Recruited, mentored, and led a high-performing product and data science team, fostering a culture of collaboration and innovation.

Senior Vice President, Client Analytic Partner

UM Worldwide, Birmingham, MI | April 2013 – April 2014

- Managed a \$300M media budget while driving data science and implementation of predictive models for brand awareness and lead generation.
- Optimized ad placement driving awareness and consideration KPIs.

Senior Director, Product Management

R.L. Polk & Co., Southfield, MI | August 2010 – March 2013

- Led a team of 60 specialists in the development of market research solutions for automotive clients, driving a 70% product line revenue increase within a \$65M portfolio.
- Developed and implemented innovative solutions for customer loyalty and predictive modeling.

Senior Manager, Product Management

Automotive Lease Guide, Orange County, CA | November 2009 – June 2010

- Developed business intelligence tools for cross-functional analytics across DealerTrack companies.
- Implemented models to enhance product offerings and improve decision-making processes.

Education

Master of Science in Administration

Central Michigan University, 2012

Bachelor of Science in Organization Administration

Central Michigan University, Graduated Cum Laude, 2009

Patents & Publications

- Patent: "Database System for Automated Event Analysis and Detection" (U.S. Patent 11,210,276)
- Published multiple whitepapers on customer loyalty and market research in the automotive sector.

Military Experience

47231A Special Vehicle Mechanic

United States Air Force | Honorably Discharged, 1994

Certifications & Awards

- Product Manager Certification – Pragmatic Institute, 2014
- Leadership Fitness Certification – Institute for Leadership Fitness, 2012
- Published and presented research papers on automotive purchase behaviors at industry conferences.

Key Achievements

- Spearheaded the development of generative AI models for automotive market research.
- Led a team of 60 product and data professionals to drive revenue and profitability.
- Published whitepapers and case studies on the application of data in automotive customer experience.
- Developed models for predictive analytics that drove business performance improvements.

Technical & Leadership Competencies

- Expert in machine learning algorithms, deep learning, natural language processing, and AI governance.
- Proven ability to develop robust, scalable AI models that meet compliance standards.
- Strong programming skills and hands-on experience with AI frameworks like TensorFlow and PyTorch.
- Extensive experience in cloud platforms (AWS, Azure) and big data environments.
- Leadership in building collaborative, high-performing teams that deliver innovative, customer-focused AI solutions.