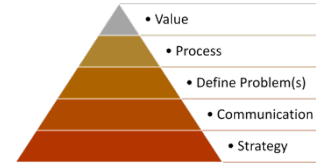


# DANNY REHR, MBA

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## ORGANIZATION DEVELOPMENT AND BUSINESS STRATEGIST

Strategic (holistic) planning business analyst/coach/advisor. Scaling-up operations, improving organizational alignment, determining and implementing better processes that create more value. Professional values are integrity, humility, the employees/people, conscientiousness, and quality. Demonstrated ability to earn trust, inspire others, and be empathetic to support promise and potential.

**Competencies:** Strategy and Planning • Creative Problem-Solving • Writing • Research • Multi-Industry & Business Analysis • Relationship-Building • Interpersonal Business Development • Operations / Continuous Improvement • Corporate Communications • Process Development • Leadership Development

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## PROFESSIONAL EXPERIENCE

**AMAZON.com, INC.**

2020–PRESENT

### PROGRAM, OPERATIONS ANALYST

- SME; trained new-hires, 100s of on-boarded employees and senior-level managers to align with business processes that fulfilled production values, encouraged efficiencies, and maintained safety.
- Initiated, assessed, co-created 3 solutions to leadership’s top priorities (employee morale, commitment, efficiency): Employee Engagement program • Community Engagement program • Documented best-practices.
- Supported establishment of creative, value-add, alignment-focused feedback loops—risk management, lessons learned, maturity modeling—intended to assess, cultivate operational improvement.
- Analyzed organizational structure and organizational behavior’s impact on critical path procedures, made detailed recommendations for projected 20% increase to categorical KPIs.
- Discovered operation gap (deficiency) involving cross-functional hand-off; provided written analysis, process map, and recommendations to senior management for resolution.
- Mentor/Coach senior and assistant managers, supervisors, entry-level employees with advice, curated materials to navigate career development, and procedural and communication improvements.
- Served at-risk to 100,000s of customers during COVID as an essential employee.

**REHR CONSULTING**

2018–2019

### OWNER, INDEPENDENT CONSULTANT

Mission: *Create alignment between personal ambition and small business owner strategy.*

- Analyzed operations, internal communication, leadership, overall business direction and processes for small businesses valued between \$200,000 and \$5M.
- Selected as a process development SME / subconsultant to support a project management software implementation, and a proposed scale-out of operations across geographies.
- Crafted a [6-part written series, “Accounting Industry Analysis.”](#) to provide growth-based business transformation services that incorporate business/financial process development concepts.
- Reviewed raw data and translated into [operations recommendations](#) for continuous improvement.
- Performed a [market analysis](#) for a local ice cream parlor to better understand its competitive landscape, market trends and opportunities to strategically position itself (awareness campaigning, partnering, etc.) to increase foot traffic and revenue during high- and low-seasons.

- Established a local [mastermind collaborative](#) featuring discussion, thought leadership from experts and special guests, workshops, and individualized consultations to induce financial and operational improvements.
- Delivered [talks](#) throughout the Portland, OR-metropolitan area: Scaling-Up Business Models • Improving Workplace [Internal] Communication • Individual Career Planning.
- Built a leadership development plan for a young manager to transition more effectively to his first managerial role overseeing a team of staffers.

**UNIVERSITY OF PORTLAND**

2016-2017

**MASTER OF BUSINESS ADMINISTRATION – MBA; STRATEGY CONCENTRATION**

- Studied: Strategic Management: Issues & Applications • Strategic Management of Technology & Innovation • Leadership & Higher-Level Management • Innovation for Sustainability.
- Defended forward vertical integration for a regional-level microbrewery business to progressively scale based on analyses of 7 viable strategies. (Capstone project)
- Presented research to the Daimler Trucks North America’s corporate Innovation Team on a specific, industry-based emerging technology and its potential impact to their corporate business model. Findings provided to CEO.

**PARSONS CORPORATION**

2011–2015

**BUSINESS PROCESS IMPROVEMENT DEVELOPER**

- Co-managed continuous improvement programs to develop all-new Risk Management (identify, mitigate) and Lessons Learned (root cause analysis) processes for a facilities management client.
- Supported risk identification and best-practice activities to bring projects to completion on time, and under budget.
- Led affinity mapping exercises with up to 20 cross-functional implementation team members and stakeholders to update ‘as is’ processes to become ‘to be’ processes.
- Developed Standard Operating Procedures (SOPs) to streamline internal communication, process awareness and operational expectations, roles and responsibilities, and visualize an overall process.
- Established forms and reporting materials, including dashboards, for organized and up-to-date information, recurring awareness notifications of project health, and consistent prioritization.

**LIFE TIME FITNESS, INC.**

2009–2011

**FRONT-LINE SUPERVISOR**

- Supervised food service environment with a staff of 30 with monthly revenue of \$100,000.
- Administered inventorying and procurement processes for all fresh and frozen food products.

**MICROS SYSTEMS, INC.**

2007–2008

**SYSTEMS IMPLEMENTATION LEAD**

- Implemented point-of-sale (POS) systems in Marriott International and Ritz-Carlton Hotels.
- Served as on-site technical project manager to implement hardware and software.
- Managed technical and training staff.
- Led hand-on workshops for thousands of hotel executives, managers, and staff members.

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**EDUCATION**

**UNIVERSITY OF PORTLAND**

**MASTER OF BUSINESS ADMINISTRATION – MBA; STRATEGY CONCENTRATION**

**TOWSON UNIVERSITY**

**MASS COMMUNICATION – B.S.**