

Cristi Martabano Landy

<http://www.linkedin.com/in/cristilandy>

Email: cristilandy@gmail.com

Phone: 313.952.5454

SUMMARY OF QUALIFICATIONS

Leader experienced in bringing new technologies and innovations to market. Direct experience in all phases of the technology/vehicle development process from strategic/concept development to in-market support.

Expertise includes:

- Electric & Autonomous Vehicles
- Product Management
- Product Strategy & Branding
- New Product Development
- Market Launch & Communications
- Global programs
- Supervision & Leadership
- Product & Portfolio Planning

Awards

2 Patents Pending Waymo - 2020

Waymo Safety Initiative Award – 2019

Patent Awarded - Waymo Business Strategy '18

GM Customer Care Award: Exceeding Expectations, Volt Owners Satisfaction Program, 2012

GM Chairman's Honors Award – Chevrolet Volt Concept Car Team, 2007

GM Employee Enthusiasm Award, Corvette 50th Event, 2003

EXPERIENCE

ANN ARBOR SPARK (TECH INCUBATOR) - Ann Arbor, Michigan

Advisor/Consultant (November 2022-present) - part-time

- Provide mentoring for Michigan mobility start-ups.
- Advise on strategic direction for product positioning, min-viable product development, pilot testing, market analysis, roadmap prioritization, and go-to-market planning.

WAYMO – Mountain View, California

Senior Product and Strategy Manager (May 2017-April 2022)

- Developed Waymo Product Strategy approved by CEO and presented at all-company meeting.
- Lead Product Manager responsible for decisions on vehicle attributes and features to optimize Waymo's service and customer experience. Responsible for communicating decisions and rationale internally (Engineering, Operations, UX and Industrial Design) and externally (OEMs, suppliers, etc.).
- Defined new business opportunities and recommended go-to-market business strategies leveraging industry knowledge and consumer insights.
- Initiated and led development of external customer displays for Pacifica and I-Pace.
- Guided Safety and Operations teams on key vehicle related initiatives and external whitepapers.
- Founded and Led "Women in Product" an Equity, Inclusion and Diversity (EID) Community within Waymo.

GENERAL MOTORS CORPORATION – CHEVROLET – Detroit, Michigan

Director – Global Chevrolet Product Strategy (May 2016-May 2017)

- Set Chevrolet's global cross-nameplate strategy and product marketing, balancing global and local priorities.
- Led global workgroups and workshops, communicated decisions across regions.
- Managed Product Strategy Managers and Analysts.

Senior Manager – US Chevrolet Cross-Product Strategy & Small Cars & EVs (April 2014-April 2016)

Managed product marketing and cross-brand strategy for all cars and crossover vehicles. Developed proposals for safety, performance models, vehicle entries and trim levels. Supervised Product Marketing Managers and Analysts.

- Orchestrated revision to trim strategies with Design - resulting in Premier, RS and ACTIV across the portfolio.
- Initiated plan to get Android Auto to market faster and coincident with Apple CarPlay on key vehicle launches.

U.S. Marketing Director – Small Cars & Electric Vehicles (2011-March 2014)

Managed vehicle launches for the Volt, Sonic, Spark, Spark EV and Cruze Clean Diesel – accounting for \$6 billion yearly revenue. Led marketing, pricing and incentive plans, brand strategies, consumer research and market analysis. Managed a marketing budget of \$15 million. Supervised Marketing and Customer Experience Managers.

- Represented Chevrolet as subject-matter expert at product launch events, autoshow and numerous TV, radio, [blogs](#) and [magazine](#) interviews.
- Directed marketing launch of the Chevrolet Volt – the first extended range electric vehicle sold in the U.S.

Outcome: Volt was the best-selling plug-in sold in the US (2012, 2013); Highest Owner Satisfaction in Industry - [two years in a row](#) (2011, 2012), Consumer Reports annual survey.

EXPERIENCE, CHEVROLET, CONTINUED

- Directed marketing launch of the Chevrolet Volt (continued)
 - > Directed Volt Advisor call center team and home charging group supporting Volt shoppers and owners.
 - > Established Volt Customer Advisory Board to gain deep customer insights.
 - > Guided development for two user-facing mobile apps, one of which was precursor for GM's OnStar app.
- Launched [Siri Eyes Free](#) and BringGo navigation apps for the Spark and Sonic – both industry firsts.
- Led targeted marketing launches with Communications teams for non-traditional vehicles serving niche markets.

Product Manager – Volt (2006-2010)

Directed product content, pricing, user interface and product capability trade-offs utilizing market data, research and industry trends. Initiated the development of a mobile app and owner website for the Volt.

- Led the voice of the customer on the Chevrolet Volt from concept through production.
- Designed consumer education and dealer product training materials.

Outcome: At launch, the Volt was one of the most awarded vehicles of all time.

Marketing Manager – Cruze and Spark (2008-2009)

- Created the initial marketing plans, defining the target customer and product positioning.

Portfolio Manager (2005-2007)

- Marketing lead for future product programs. Developed marketing strategy and rationale that led to the inclusion of the Traverse and other new entries into the future product portfolio.

Product Manager Camaro / Marketing Manager – Corvette (2003-2004)

- Managed early product planning – including portfolio and early product definition – for the new 2010 Camaro.
- Executed the marketing launch of the 2005 Corvette (C6), including dealer training and dealer launch website.
- Managed the Corvette 50th Anniversary Event attended by 18,000 international owners (a \$4.6 million program).

EARLY CAREER

GENERAL MOTORS CORP – NORTH AMERICAN PLANNING – Warren, Michigan

Program Manager – Enclave/Outlook/Acadia – Advanced Vehicle Development

Portfolio Planning Manager – sports cars, crossovers, vans and pickups

Interim Planning Director/Program Manager – Global Small Car Vehicle Team

SATURN CORPORATION – Troy, Michigan

Program Coordinator/Product Planner – Marketing & Product Planning

- Led study team and obtained leadership approval for Saturn Coupe rear access door – an industry first.

Product Engineer – Powertrain & Electrical Engineering

- Wrote and calibrated software subroutines.
- Design Release Engineer for cruise control and other electronic modules.
- Implemented initial plant and service diagnostic system for Saturn launch.

Patents & Awards

U.S. Patent Award 5,132,909 –
Engine Diagnostics Cylinder Performance

Research Disclosure Award –
Engine Torque Management
during Cruise Disengage

EDUCATION

UNIVERSITY OF MICHIGAN – Ann Arbor, Michigan

Master of Business Administration – *Emphasis in Marketing and General Management*

Bachelor of Science in Electrical Engineering – *magna cum laude*

HARVARD BUSINESS SCHOOL

Emerging Leader Program – *One of 50 GM employees selected to participate*

COMMUNITY LEADERSHIP & OTHER

- Board Member – [Society of Automotive Analysts](#) (2019-present).
- Led Chevrolet Cadets Pilot Program in collaboration with the United Way and River Rouge HS (2013-2014).
- Volunteer and Building Coordinator for [SAE "A World in Motion"](#) for the Detroit Public Schools (5+ years).
- Extensive public speaking experience at major auto shows and professional conferences.