

CLIFTON (CLIFF) HARDLE

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Portfolio: www.cliftonhardle.com | www.deftautoco.com

Pleasanton, CA

EDUCATION

- 2017 - 2019 **Master of Business Administration (full-time)**, Focus: Operations and Strategy Design Provo, UT
BRIGHAM YOUNG UNIVERSITY - 3.8 GPA
- 1st of 14 teams in BYU Social Innovation Business competition
 - Sr. Partner at Cougar Strategy Group, a student-run strategy consulting company
- 2009 - 2013 **Bachelor of Arts**, International Relations, Emphasis: Economics Provo, UT
BRIGHAM YOUNG UNIVERSITY

SKILLS

- Tableau
- SQL
- Design Sprints
- Forecasting
- Statistical Analysis
- MS Office (Word, Excel, PPT)
- Human-Centered Design Cert
- Process Design
- Multilingual

EXPERIENCE

- 2020 - Current **AAA NCNU / AAA SMART HOME** (In-house startup of AAA NCNU, \$60m revenue) Walnut Creek, CA
Principal Operations Analyst – Work closely with senior leadership to re-design operations and build reporting
- 250% growth in installation volume over six months by developing operational KPIs and reporting structure
 - Currently leading a design sprint to redesign our Field Operations Scheduling department process
 - 30% improvement of field service utilization by creating live Tableau to drive accountability
 - Lead team building and training exercises to drive strategic direction and brand of analytics team
- 2019 - Current **DEFT AUTO** (Nascent automotive experiences project) Benicia, CA
Co-Founder / Automotive Storyteller / Visual Designer / Content Creator
- Designed and launched deftautoco.com, our platform for exploring life and people through autos
 - Interviewed automotive enthusiasts and potential clients to develop a targeted business model
 - Created and write a twice-monthly newsletter sent to 700+ subscribers, and growing
- 2018 **CUMMINS INC** (Power systems manufacturer, 50,000 employees, \$20.4B revenue, Fortune 149) Columbus, IN
Customer Insights/Human-Centered Design MBA Intern - Led Cummins' first HCD community impact project
- Developed a customer-based operating model for client organization using HCD leading to \$350k of funding
 - Created customer-centric development plans by completing ethnographic research and creating 4 personas
 - Hosted 3 design sprints and ideation workshops leading to insights and buy-in for new operational model
- 2014 - 2017 **VIVINT SMART HOME** (Technology and services, 7k employees, \$758M revenue, 1.4M customers) Provo, UT
Senior Analyst - SQL, Tableau, operations improvement, internal management tools and user research
- 40% increase in technician on-time arrival by creating dashboard for visibility into technician productivity
 - \$4M labor allocation discrepancy found and fixed by improving data accuracy and automating reporting
- Strategic Planning Analyst** - Forecasting and analytics
- Saved an estimated \$7M in labor spending by completed user research to create 8 management tools
 - \$1M labor savings by improving sale-to-install rate by 10% by improving reporting and incentives
- 2016 - 2019 **KNOW MINIMAL LLC** (Creators of minimalist lifestyle products, 2 partners, \$20k annual revenue) Provo, UT
Co-Founder / Product Manager - Product development, user testing, negotiations, project management
- Designed, patented, and licensed carbon fiber wallet that received \$230,000 funding through Kickstarter
 - Gathered customer insights by testing prototypes with users, leading to final design of product, sold 3,500 units
- 2013 - 2014 **BENNION GROUP** (International management consulting, 4 employees, \$500,000 revenue) Provo, UT
Strategy Consultant – Market entry, market research in 10 countries, led 3 employees
- Led a Latin American market study of receipt printers resulting in \$5M estimated profits for our client
 - Facilitated \$24M acquisition deal for Russian retailer after completing financial and market analysis

PERSONAL

- Builder: Designed and constructed 15 award and race-winning racing vehicles and classic sports cars
- Racer: Compete in various cycling, MTB, and motorsports events and was pit crew in Baja 500 off-road race
- Global Adventurer: Traveled to 14 different countries and 26 national parks, speak Spanish, French, Italian