

Michael W. Klann

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Immersive Creative Technologist

As a multi-award-winning digital technologist, I'm inspired by the unknown, driven forward by possibility and challenged by the impossible. An accomplished Innovator with success optimizing code, people, processes, and systems to positively impact client vision; I build programs, teams and solutions with more total experience than most. Passionate and skilled to embrace uncertainty in a wide breadth of technical disciplines while applying proven technology approaches & management methodologies, always seeking unlikely hybrids and novel perspectives. A hands-on approach, and willingness to take risks drives my commitment to identify clarity in the ambiguous or complex. I'm a thought leader with strong communication skills delivering on clients' needs by utilizing curiosity, thoughtfulness, diligence, solid execution. Ambidextrous both physically and of mind, I bridge the gap as ambassador to both creative and technical teams. The mind of an inventor with the heart of a hacker.

Since writing simple programs at age 7, my experience has grown to include the following and more:

- Broad Software Expertise & Driving Innovation
- Experiential Marketing & Activations
- Extreme Rapid Prototyping, PoC's & Vaporware
- Engineering, Scientific & Technical Skillsets
- Strategic Programs & Digital Marketing
- Evaluating Evolving Technology Landscape / Future
- Leading Blue Sky Initiative Thinking
- Defining & Crafting Research Strategies
- Cross Team Leadership / Influence
- Analytics, Data Analysis & Data Models
- Senior-Level Management Consulting
- Audio / Music Recording & Production

Professional & Technical Skills

- Leading Immersive Experience creation from ideation through execution including AR/VR/MR, Backend systems, API's and best design & data practices for maximizing reuse and evaluating ROI
- Managing digital teams and partners from directing UX/UI, through development and deployment
- Maintaining best practices with regard to QA, ISO27001, documentation, privacy and version storage
- Mentoring and inspiring digital teams, mentoring and nurturing growth in junior members for success
- Exceptional communication skills stemming from a long public speaking, broadcast & marketing background
- Experience includes .NET, C#, C++, AS, HTML5 / XML / XHTML / CSS, SEO, AJAX, JS, JQuery, Node, SQL Server, Visual Studio, Adobe Flash, Dreamweaver, Photoshop, After Effects, Premier, Audition

Professional Experience

Imagination

North America Senior Technology Manager, Ford; Head of Technology, Dearborn

2014 – 2020

Aligned passion for technology with relentless drive to deliver ground-breaking experiences that accelerated growth, and propelled Imagination to be a leader in the experiential space. Served as the primary technology leader, driving growth of Imagination's technology offering, and continuously delivering the impossible. Defined future business opportunities and solved complex problems to build beyond an idea. Bridged advice and action to close the innovation-execution gap for Fortune 500 companies, most notably Ford Motor Company.

Advocated global communication across teams on four continents to gain senior client buy-in and inspired the highest standard of deliverables. Pioneered creation of state-of-the-art lead generation system for Ford including digital souvenirs, CRM integration & analytics. Worked with CSO's team to attain ISO 27001 certification.

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- Produced the "Explorer VR drive", an amazing first in VR technology, where 3 consumers would wear VR headsets while taking a "free form" (meaning not on a track) drive in a real Ford Explorer. Tracked riders' heads in relation to vehicle & vehicle in relation to the world using proprietary 40 camera system.
- Drove growth of Ford's Autoshow technology offering in the Americas, while leading teams in the creation of numerous, award-winning immersive experiences.
- Launched Ford's "Connected Innovation Studio" autoshow stand, a tech wonder with more digital engagements, simulators, rides, and touch points than had ever been done on an autoshow floor.
- Oversaw digital production of Ford's New York based "Ford Hub", leading our team and three external agencies to launch an "activation & souvenir operating system" with robust analytics backend which was Imagination's first offering of a SaaS (Software as a Service) product including MSA creation / execution.

Xperience Communications, LLC

Senior Multimedia Developer

2007 – 2013

Blended hands-on software expertise with innovation management, product development, and using emerging technologies with dexterity and adaptability as a senior-level team member to craft strategies and applications for company's highest profile clients. Developed and managed successful technology strategies that worked in concert with broader business and competitive strategies. Leveraged creativity to pursue and understand new technologies and utilize that understanding to build and nourish team development.

- Transformed the lead generation systems to produce measurable ROI and demonstrate value. Additionally, created integrated digital souvenirs into live event experiences.
- Partnered with clients like Ford, Lincoln, Panasonic, Shaw, Amway, Valeant, Genzyme, AT&T to design / develop training systems and activations as well as platform / mobile .NET web apps with enhanced client-side experiences via AJAX, JS, JQuery, etc; managed sites in IIS. PII and SSL best practices.
- Created Schemas, Tables and Stored Procedures for SQL integration.
- Developed lead-generation kiosks, Flash apps, and games for web, tablet and stage; PII collection & catalog kiosks, training systems, photo pickup & doc delivery sites, client / consumer facing, racing, quiz / instant win games, training apps, and Facebook games, etc.

Project / Freelance Experience

University of Michigan – Freelance Team Lead; Senior Software Engineer (2014)

Led team to create responsive HTML5 ESRI application utilizing JS libraries such as Bootstrap, Marionette, Backbone, Underscore and JQuery in a .NET C# shell calling web-services via a SQL backbone and ArcGIS services.

Team Detroit Freelance – Team Lead; Senior Developer (2013 to 2014)

Responsive web redesign team for Ford.com and Lincoln.com using BuildTools, Freemarker, JSLint, etc. Worked on new Mustang nameplate page development, performed load-time assessments and resolved support tickets.

Earlier Career Experience

The Nezzor Group, LLC – Vice President of Product Development (2007)

Led development team in the design, creation and launch of social media website. Coded SQL, ASP.NET 2.0, C#

Mohr Corporation – Developer / Graphic Artist / IT Coordinator & Technology Manager (2003-2007)

Designed, wrote & managed database driven inventory system/website (classic ASP / SQL / HTML).

Lighthouse Software / Contract – Database, System, Website Developer & Graphic Designer (1994-2003)

Wrote databases, inventory & ordering systems, websites, accounts payable/receivable software.