



Global Industry CTO, Industrial Market for Data, AI, ML and Data Science Elite
Jeff.baetz@ibm.com
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Education

- Bachelor of Arts, Western Michigan University (1994)
- Executive Financial Conversations (2019)

Skills

- Data Science, Business Intelligence, Analytics
- Master Data Management
- Unified Governance and Integration
- eCommerce & Custom Application Development
- Asset Management
- EDI & Service Desk

Industry Experience

- Automotive
- Industrial/Discrete Manufacturing
- Chemicals, Oil, and Gas
- Energy
- Natural Resource Mining

Eminence:

- SPE
- IISE/ELSS
- ASCM
- IAMOT
- DAIR
- GBI CIO
- UNESP
- IRI

Experience Overview

- Jeff started his career journey in analytics back in 1997 and has worked for several technology OEM's and OEM Business Partners understanding how to control the complex sale and solving his clients' business problems leveraging software technologies and services.
- Since joining IBM in August 2016, Jeff has worked for some of the largest technology provider companies such as AT&T, Nortel Networks, Verizon Business, and SAS, to name a few.
- Since joining IBM in August of 2016, he has held positions as an Open Source Analytics Evangelist, Named Account Manager, and Analytics Portfolio Sales Leader assigned to Toyota, TFS, Lexus, Ford, Ford Motor Credit Corporation, FCA, Aptiv, Delphi Technologies, Boeing, and Honda North America – all within the IBM Industrial vertical market.
- In April 2020, IBM promoted Jeff to the position of Global Industry CTO for IBM's Industrial Market and is focused on solutioning for our Automotive, Manufacturing, Oil & Gas, and Natural Resource Mining clients worldwide.
- Jeff was born and raised in Metro-Detroit and has lived in the area his entire life. Naturally, supporting large, enterprises in the region, Jeff has a strong Automotive and Manufacturing background and understanding of the common business problems Analytics, Data, ML, AI, and Deep Learning can solve. Jeff resides in the Metro-Detroit area with his Wife and two kids.