

# DANNY REHR, MBA

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## Business Strategist | Operations Analyst

Organization development professional. 15 years of experience in cross-functional business process development and coordination. People-focused collaborator focused on internal communications and accountability. Skilled at diagnosing challenges, creating clarity, and turning vision into execution. Trusted for value-based leadership and stakeholder engagement, with a proven record of delivering value to customers, quantifiable performance improvement, and supporting senior management. Business blogger.

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## SELECTED PROFESSIONAL HIGHLIGHTS

- **Amazon Logistics | Program & Operations Analyst (2020–2024):** Designed and executed performance improvement and engagement campaigns that boosted output by 75% and cut rework by 50% over 2 years. Influenced leadership to reorganize operating structure (org chart) that processed 3–5M parcels annually by combining quantitative data and empirical risk mitigation.
- **Rehr Consulting | Independent Consultant (2018–2019):** Guided 12 small businesses through strategy and operations challenges, delivering actionable improvements, cost savings, and growth opportunities. Praised for unique, practical solutions to complex management issues.
- **MBA, Strategy | University of Portland (2017):** Learned to design right-sized, strategic business solutions featuring complex interdependencies across the organization. Sharpened skills in analysis, programmatic alignment, and operations management.
- **Parsons Corporation | Business Process Developer (2011–2015):** Supported \$100Ms federal contract by co-leading enterprise-level process improvement and change management initiatives, including workflow redesign and KPI-driven reporting to senior managers.

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## RELATED LEADERSHIP EXPERIENCES

- **Org Effectiveness Initiatives 2020-2025** Coordinated, conducted employee engagement programming on behalf of senior management to address key priorities.
- **Economic Development 2019**
  1. Served as Board Member, set growth strategy for 1,000-member community group devoted to help people find jobs.
  2. Planned, coordinated and executed multiple events – my own and for that of other community groups, initiatives.
  3. Founded mastermind consortium for area small businesses.
- **Thought Leadership 2018-2019**
  1. Delivered talks on strategy throughout Portland, OR area.
  2. Coordinated, hosted live interviews with area businesspersons to discuss business strategy.

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## EDUCATION

**Master of Business Administration**  
Strategy  
**UNIVERSITY OF PORTLAND**

**BS, Mass Communication**  
**TOWSON UNIVERSITY**

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## SKILLS & COMPETENCIES

- Strategic Planning
- Business Processes
- Data Analysis
- Organization Development
- Performance Management
- Stakeholder Engagement
- Operations Analysis
- Change Management
- Culture Building

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## PROFESSIONAL EXPERIENCE

### UBER DRIVER

JAN 2025–DEC 2025

- Maintained perfect 5-Star rating. Supplied 4,000+ rides across 43,000 miles.
- Used data analytics to track performance to measure/refine efficiency and improve service.
- Achieved exceptional customer satisfaction, with 11% of daily revenue earned from tips.

### HOPDRIVE (vehicle transport)

NOV 2024–AUG 2025

### LOGISTICS COORDINATOR II (part-time)

*Concierge for Genesis luxury brand, transporting vehicles for service appointments.*

- Fulfilled premium “white glove” customer service, strengthening brand loyalty and client trust.
- Coordinated logistics and schedules to ensure efficient, reliable service delivery.

### AMAZON (sortation warehouse)

APRIL 2020–MAY 2024

### PROGRAM, OPERATIONS ANALYST

*Focused on implementing a people-first culture across data-focused Amazon Logistics warehouses.*

- Promoted twice for leadership in improving warehouse performance across facilities processing 3–5M parcels annually and generating \$10M+ in daily throughput.
- Conducted data- and empirical-driven gap analyses across 100s of employees, 70+ workstations and 5 departments, included impact analysis and recommendations.
- Portfolio of reports, campaigns, and results available at <https://danrehr.com/my-portfolio>.

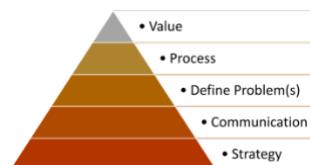
### REHR CONSULTING (small business strategy)

JULY 2018–AUG 2019

### OWNER, INDEPENDENT CONSULTANT

*Founded consulting practice focused on aligning small business owner ambitions with strategy execution.*

- Unlocked growth and reduced wasted effort for 12 businesses by providing actionable, theory-backed recommendations resulting in clearer operational strategies.
- Strengthened business performance through leadership coaching, process improvements, and market repositioning.
- Contributed to regional economic development as a board member for a 1,000-person community group, founding a mastermind cooperative, and public speaking.



### REALWEAR, INC. (augmented reality hardware, software)

FEB 2018–JUNE 2018

### BUSINESS ANALYST

*Supported process development for startup Accounting Dept.’s AR and AP activities.*

- Designed CEO Purchase Order approval process (>\$50,000) to be incorporated into ERP system (NetSuite) after company’s Series A round of \$17M, i.e., startup.
- Light bookkeeping using QuickBooks, Excel to settle invoices and track unpaid bills.

**UNIVERSITY OF PORTLAND**  
**MBA CANDIDATE, Strategy concentration**  
*AACSB-accredited Graduate Business School program.*

JAN 2016–MAY 2017

- Educated to design right-sized business solutions through an holistic strategic lens – to drive operations toward desired results by aligning organizational performance with business goals.

**PARSONS CORPORATION (engineering, facilities management)** APRIL 2011–DEC 2015  
**BUSINESS PROCESS IMPROVEMENT DEVELOPER**

*\$100Ms multi-year professional services (IV&V) contract for federal facilities management enterprise.*

- Qualified expert in informational security and confidentiality.
- Co-administered process improvements—risk management and lessons learned—intended to cut \$1Ms in future project budgets, and carry on continuous improvement practices.
- Partnered with SMEs to streamline workflows ('as is' to 'to be'), develop reports, provide internal updates, and maintain dashboards using metrics, KPIs, etc.
- Administratively supported numerous senior managers and their departments.