

# DANNY REHR, MBA

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## Business Operations & People Operations Analyst | Consultant

Business strategist and organization development professional with 15+ years of experience improving operations, processes, and performance across logistics, federal contracting, and small business consulting. Specialize in diagnosing operational and people-related challenges, translating data and qualitative insights into clear recommendations, and leading cross-functional stakeholders through change. Known for people-first leadership, strong internal communication, and hands-on execution for helping organizations streamline workflows, improve engagement, and deliver measurable results.

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### CORE SKILLS

- Operations analysis, KPI dashboards, performance measurement.
  - Business process improvement, workflow design, SOP development.
  - People operations, culture building, employee engagement initiatives.
  - Change management, stakeholder engagement, cross-functional collaboration.
  - Data analysis, root-cause analysis, gap assessments, reporting.
  - Strategic planning, program management, risk mitigation.
  - Internal communications, leadership coaching, facilitation.
  - Continuous improvement, lessons learned, best practices documentation.
  - Artificial Intelligence (AI): 3 Certifications through IBM SkillsBuild. Agents: ChatGPT, Claude, Gemini, Perplexity. Applications: Recall.ai, NotebookLM, Teal, Notion. Custom Claude Artifact.
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### SELECTED PROFESSIONAL HIGHLIGHTS

- Drove leadership to restructure a large-scale Amazon logistics operation through data-driven performance analysis and empirical risk evaluation, significantly improving employee engagement, morale, and workforce stability across processing 3–5M parcels and \$2–3B in product per year.
  - Designed and executed performance improvement and engagement campaigns in Amazon logistics operations that contributed to 75% increased output, and reduced rework by 50% over 2 years.
  - Guided 12 small businesses through strategy and operations challenges, delivering clearer operating models, cost savings, and growth opportunities as an independent consultant.
  - Co-led enterprise-level process improvement and change management initiatives on a \$100M+ federal facilities management contract, designing workflows and KPI-driven reporting for senior leadership.
  - Completed an MBA in Strategy focused on designing right-sized business solutions with complex interdependencies, sharpening analytical, program alignment, and operations management skills.
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### PROFESSIONAL EXPERIENCE

#### UBER DRIVER

JAN 2025–DEC 2025

- Increased daily revenue by 11% (tips) by focusing on communication, customer experience, and disciplined safety and service standards, resulting in 5-Star rating, and 100% safety record.
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- Created custom tracking and dashboard properties—18 metrics (3 KPIs), 10 accounting ledgers, a dashboard, and a real-time P&L report—that measured rides, time, and revenue data, etc., leading to refined operating strategies, higher utilization, and improved earnings efficiencies.

**HOPDRIVE (vehicle transport)**

NOV 2024–AUG 2025

**LOGISTICS COORDINATOR II (part-time)**

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

- Streamlined end-to-end vehicle movement workflows through disciplined use of dispatch tools, checklists, and status updates that increased pickup and delivery efficiencies.
- Identified recurring coordination issues and inefficiencies by observing day-to-day execution, leading to incremental process adjustments that improved overall customer satisfaction.

**AMAZON (sortation warehouse)**

APRIL 2020–MAY 2024

**PROGRAM, OPERATIONS ANALYST**

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

- Improved warehouse performance across facilities processing 3–5M parcels and \$2-3B of product annually by conducting quantitative and empirical gap analyses and translating findings into actionable leadership recommendations.
- Influenced leadership to reorganize operating structures by combining performance data across 70+ workstations and 5 departments, frontline observations, and risk assessment, resulting in higher employee engagement, improved morale, and greater workforce stability.
- Supported performance gains through mentoring, designing dashboards, continuous improvement campaigns, and impact analysis reports for 100s of Associates and Managers that aligned daily execution with operational goals and resulted in 26 job promotions.

**REHR CONSULTING (small business strategy)**

JULY 2018–AUG 2019

**OWNER, INDEPENDENT CONSULTANT**

*Founded consulting practice focused on strategy execution.*

- Founded and led a small-business consulting practice by diagnosing strategy, operations, and people-related challenges, resulting in clearer operating models and reduced wasted effort for 12 client organizations.
- Enabled sustainable growth by delivering theory-backed, practical recommendations that aligned owner ambition with execution capacity.
- Strengthened regional business ecosystems by serving on the board of a 1,000-person community group, founding a mastermind cooperative, and delivering public talks on strategy and operations.

**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.

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

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

- Supported enterprise-level process improvement, risk management, and lessons-learned initiatives across 100s of construction projects through client engagement and right-sized communication campaigns that reduced delivery risk.
- Streamlined workflows by partnering with SMEs to redesign “as-is” and “to-be” processes, resulting in clearer accountability and improved operational efficiency.
- Strengthened leadership reporting by developing dashboards, metrics, and internal communications that supported governance and decision-making.

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**EDUCATION**

- **Master of Business Administration (Strategy)**, University of Portland, 2017.
- **Bachelor of Science**, Mass Communication, Towson University.