



Mo Cheema
VP of Product Marketing Operations

Mo Cheema brings his competitive spirit and attitude from sports into business. As an athlete, he became the youngest captain of his Track team in high school, and as a soldier, he became one of the youngest to be promoted to the rank of 2nd Lieutenant in the NJ National Guard. He is both an entrepreneur and an intrapreneur having co-founded an event services-based marketplace and a high-tech packaging solution for Healthcare customers under UPS Innovations, respectively.

Mo brings his experience as the former Executive Director of Product Development for OneRail, an on-demand delivery orchestration SaaS startup, where he led the last mile delivery product portfolio. Mo has also led and developed the global last mile delivery portfolio at UPS to streamline operations, enhance the delivery experience and build new business capabilities. He developed and raised funds for a multi-year, multi-phase product roadmap by influencing senior level executives. He is adept in developing strategically aligned business cases and working cross-functionally with engineers, architects, and designers.

Mo describes himself as a cross—pollinator who observes what works in another industry or vertical and adopts. While at UPS, Mo's supportive innovative thinking led to the development of the eLiT product. During peak season for UPS, Mo volunteered to deliver packages as the Driver Helper and learned firsthand the difficulties of finding the right addresses, especially after sunset, which was early in the month of December. He longed for a product that would solve this problem and reduce time per package delivery for UPS drivers.

As a true Product person, Mo lives in the past, present and the future all at the same time by analyzing usability metrics, pursuing strategic partnerships, and researching emerging technologies to incubate new product concepts. He has led several product

innovation sprints to ideate, collaborate, and prototype solutions under demanding timeframes.

Mo holds an MBA degree in Information Systems and Marketing Management from Montclair State University. He is also a Certified Associate in Project Management (CAPM). Outside of work, Mo is an avid skydiver, expert marksman and likes to travel, read, and run. He is also involved in local politics and serves on the Veterans Affairs committee.