

## Executive Summary:

Computer Scientist & Business Strategist with over 15 years of leadership, consulting, and management experience. A proven ability to combine broad based technology, business, customer, product, and brand innovation expertise in conceiving, developing, and implementing business solutions, methods, and ideas. Competencies excelling in:

- ✦ eCommerce Business Models
- ✦ User Interface Design & Usability
- ✦ Requirements Gathering & Mapping
- ✦ Information Technology Management
- ✦ Systems Analysis & Decision Logic
- ✦ User/Customer/Shopper Experience
- ✦ Business Technical Liaison
- ✦ Issue & Risk Management/Mitigation
- ✦ Project Management & Facilitation
- ✦ Business Process Modeling
- ✦ Software Application Design Leadership
- ✦ Team Collaboration / Inspiration
- ✦ Project Execution to Completion
- ✦ Functional Design (& Specification)
- ✦ Communication & Documentation Tools

## Specific Areas of Expertise:

**Product, Systems, & Process Analysis** – Evaluates market, business condition, competitive landscape, customer experience, and product/service initiatives; obtain executive objectives; develop methodologies & standards; plan, implement & execute new operational processes; meet with key resources to cultivate project goals; build business requirements; define appropriate design approach; manage expectations & write specifications. Schedules and facilitates project meetings (client/executive/technical); capture and implement decisions. Leverages organizational design concepts to improve communication, missional objectives, workflow & style, productivity, and delineation of responsibility.

**Second Channel & eBusiness Strategies** – Multi-level experience applying technology solutions to support a second-channel strategy, specifically an online business model, to extend sales/distribution to new markets. Develop application functionality, product presentation solutions, packaged & custom applications, and complete eBusiness infrastructures. Experience building B2B, B2C, vendor integration, and management systems, as well as content-rich models, auction solutions, and affinity programs. Understand products, merchandising, positioning, market, consumer culture & trends, as well as true market-based customization and role-based personalization (both user-class & attribute driven models).

**Retail/Distribution Systems & Methods** – In-depth understanding of the operational processes and information systems involved in small and large-scale retail (and customer-facing service) businesses including an on-line presence. Extensive experience directing/managing/executing information technology initiatives & projects. Experience in management, merchandising/productization, customer service, supply chain interfaces, etc. Industries include: Retail Commodity Merchandise, Product Manufacturing/Wholesale, Multi-Channel Supply-Chain Models, Healthcare, Banking/Finance, Service Industry, Conceptualization & IP/Patent, and Customer/Patient Services.

**IT Planning & Program Management** – Understands executive direction, technical solutions, & expectations; support user objectives to technical services and represent technical capabilities back to the user community; manage delivery & execution; understand the technical solution, direct development from written specifications, determine resource requirements and build estimates & project plans that will manage a project to completion. Experience in: ITIL, SixSIGMA, PMI, RUP, and other project management methodologies & certifications.

## Professional Experience:

**.COM ?'s (<sup>DOT</sup>COM Questions) Consulting Services, Clemmons, North Carolina**

2001 – Present

### Principal Technologist, Business Consultant, Analyst, Strategist

*Provide leadership services to companies focusing on the implementation of technology & business process. Provide clients with experience in strategic business planning and process mapping. Specific expertise: business process engineering, technology implementation & utilization, software systems design, E-business solution strategy, and customer experience.*

- ✦ Served as Director of Application Design & Development: Designed an industry-specific software application. Managed all aspects of design & development including core application functionality & user interface design. Lead all aspects of technical development.
- ✦ Developed application design model (including: business & data req's & visual wireframe) for logistics and fleet management solution.
- ✦ Served as Senior IT Manager/Analyst/Strategist goaled to assist new IT Director implement corporate-wide reengineering initiatives including: MRP migration, org/project management methodology, IT service catalog, service management standards, & Web projects.
- ✦ Served as Director of Operations: Developed the business plan and financial projections for a new medical private practice from concept to realization. Built the foundational vision and business plan, including financial and operational projections; sought institutional funding, and launched the practice. Built all business and IT process & procedures, and executed the marketing plan.
- ✦ Produce documentation and client deliverables of all sorts matching project requirements (eg. planning & status documentation, issue management & change control, explicit functional specifications, and application architecture design documents.)

*Clients include: AllCare & Old Town Family Medicine PA, Blue Rhino Global Sourcing, Hoffman Solutions Group, PromosDirect, Strategic Edge, Cracker Barrel Online Country Store, Piedmont Venture Partners, Grant Thornton Carolinas, Global Logistics Services, Legal Data & Software Imagineering®, CA Short Company, entrepé (The Entrepreneurial Community), ePastorNetwork, Weekly Food Review (SCCI), Play, and BabyFlyer.*

**Osprey Systems, Inc., Charlotte, North Carolina****1997–2001****Senior Business Consultant, Envision Services, eBusiness Solutions Group**

*Instrumental in the design of Osprey's original E-business project execution methodology, documentation processes, service offerings, and Business Consulting project approach. Served as an Internet/E-Commerce Strategist for clients ranging from established organizations to conceptual start-ups. Specialized in business process reengineering; retail merchandising/product positioning, operations, order fulfillment & inventory management, as well as marketing strategy (both traditional and online).*

- ✦ Built all operational client-services – specifically, business consulting. Lead key projects as integrated client resource & manager.
- ✦ Responsible for client IT/solution strategy, planning, execution, and deliverables (namely: requirements analysis, functional specifications, project plans; architecture & strategy documentation, database models, scripted test plans, staged code, and live/production applications.)
- ✦ Established and delivered on client expectations; met with executive and business-unit representatives, as well as technical and development staff to serve as solution architect/lead analyst writing specifications and managing timeline to development and all client deliverables.

*Clients included:* \*Hendrick Motor Sports, \*Lowe's Home Improvement (Lowe's Companies), \*Cracker Barrel Old Country Store, Bob Barker, Coats America, Goody's Family Clothing, Jeffers Pet Supply, Ahold Conglomerate, Milliken Textile, \*Debix Systems, & \*PromosDirect.

**Piedmont Technology Group, Inc., Charlotte, North Carolina****1993–1997****Technical Sales Support Manager (1996–1997)**

*Designed, configured, and integrated client/server systems and solutions. Produced sales forecasts and project schedules. Managed sales-support and consulting resources.*

- ✦ Implemented tools and systems for engineering sales group to triple its size both in client-base, sales staff, and consultants.
- ✦ Created an out-sourcing consulting offering to allow engineering resources to help clients integrate CAD systems quickly and easily.

**Service Logistics Manager (1993–1996)**

*Led service program development & delivery, service contract sales & renewal, client & vendor relations, service procurement, process automation, corporate Web Master, hired & managed team. Lead design of Service Management infrastructure.*

- ✦ Organized and established service renewal business. Wrote and implemented a system and process to ensure that all service programs were up-to-date and accurate. Hired a staff to run and manage the service offerings. Helped service delivery team align strategies to organizational vision.
- ✦ Educated and managed all sales personnel on the process of pricing and selling support services.

**Applications Engineer / Solutions Analyst (1993)**

*Pre & post-sales design, implemented & supported client's CAD systems. Performed product demos, seminar/training facilitation, and consulting. Trained and managed other consulting personnel.*

- ✦ Client-facing solutions engineer responsible for deploying and education clients on their CAD systems.
- ✦ Developed training and consulting programs offered company-wide, quadrupling the consulting staff and becoming Piedmont's highest revenue and profit-generating item.

**PC AGE Computer Center, Greenville, North Carolina****1989–1993****Retail Manager, Marketing Director, Technical Sales Consultant**

*Supervised daily operation of retail business, provided sales, technical service, training & support for clients' computer needs. Established software & hardware dealerships and sales markets. Developed specific marketing strategies and produced all advertisement materials. Managed sales & office staff.*

- ✦ Managed all daily retail activity: hiring & management, sales floor management, out-bound corporate sales, financial office management, and marketing. Implemented consulting and client services process approach. Developed organizational strategy and corporate mission/vision.
- ✦ Created and managed dedicated division offering expertise, products, and services to publishing, architectural, engineering, and CAD markets.
- ✦ Built corporate sales division and hired sales and support staff to grow our offering to corporate clientele.

**Relevant Work Experience While an Undergraduate, Eastern North Carolina****1985–1989**

- ✦ Created a publishing, training, and CAD business focusing on the development and publication of specialized documents and drawings.  
*Clients included:* BB&T Corporate Offices, The City of Wilson Electrical Department, Summerlin Design Studios, ECU School of Environmental Design, Wilson Historical District, East Coast Training Systems, and numerous individuals & small businesses.
- ✦ 3-year Internship with BB&T Corporate Offices - Assisted with the creation of the first bank-wide PC-based training programs designed to help users with productivity software as well as specific banking tools, including: capital markets trading, corporate word processing & publishing, and branch management software systems. Developed and maintained financial-product sales tools for branch sales teams.
- ✦ 2-year Campus Computer Lab Manager – Staffed and managed the 7 on-campus computer labs. Responsible for operations, training, and supervision of resource centers (Mainframe/UNIX/VAX/PC's & Mac's) in Computer Science, Business, Art, and Humanities dept's.

**Education:**

In Progress - Masters of Science (MSM): **Business & Technology Management, Colorado Technical University**

Bachelor of Science: **Computer Science, East Carolina University, Greenville, NC.**

Major Concentration: **Application Design, Systems Analysis, & Software Engineering**