

Executive Summary

Offering 30+ years of experience driving Information Technology projects to success by pursuing business alignment and strategically maximizing the value of IT resources. Approaches IT governance through full-circle management (⊙), which includes examining projects from a business value perspective and a technical perspective, eliminating the disconnect between IT and business that can delay projects and cost companies money. This approach incorporates appraising stakeholders of the project scope, effects and consequences to business, changes to work process, and implications to employees.

Career Overview

2005 – Present Sep 2005–Present	EarthAsylum Consulting (founder) Software & Systems design & development IT Management consulting Strengths based performance management Leadership & Management consulting
1995 – 2005 Jun 2001–Sep 2005 Jun 1996–Jun 2001 Jan 1995–Jun 1996	American Telecast Corporation Vice President & Chief Technology Officer Information Systems Director Systems Administrator/Programmer
1988 – 1995 Jun 1988–Jan 1995	Information Systems Consultant IT Consulting & Software Development
1987 – 1988 Sep 1987–Jun 1988	Data/Mark Services, Inc. Senior Programmer/Analyst - Project Manager
1986 – 1987 Jan 1986–Sep 1987	Worlco Data Systems Senior Programmer/Analyst
1981 – 1986 Feb 1984–Jan 1986 Oct 1982–Feb 1984 Jul 1981–Oct 1982	Academy Insurance Group Senior Programmer/Analyst - Project Leader Marketing Systems Coordinator Lead Computer Operator

Areas of Expertise

- Call Center Services
- E-Commerce
- ERP & CRM Implementation
- Direct Response Marketing
- Media Buying & Tracking
- Subscription Fulfillment
- Data Warehousing
- Insurance Administration

- Process Improvement
- Change Management
- Business Alignment
- Service Oriented Management
- ITIL Best Practices & IT Governance

- Strengths Based Performance Management
- Employee Engagement & Motivation
- Leadership & Management Development

Experience

EARTHASYLUM CONSULTING

Founded EarthAsylum Consulting in September 2005 to maximize expertise in IT management and passion for leadership by serving a broader client base. The goal of EarthAsylum is to help companies and individuals achieve both greater performance and personal fulfillment by focusing on individual talent, best practices in IT management, and by developing strong leadership principles.

- Long-term contract with Intermedia Marketing/Qualfon to design, develop, enhance, maintain, and support a full-service web-based, programmable, call center agent scripting platform integrated with Asterisk and Avaya PBX, QueueMetrics Call Tracking, ViciDial Predictive Dialer, and Oreka Call Recording systems.
- Contracted to design and develop a highly flexible, comprehensive, Marketing-rules-based E-Commerce application integrated with Cybersource credit card processing, NetSuite ERP, WordPress, Tealium, TouchCommerce, BazaarVoice, Google Analytics, and more.

- Consulted as an IT expert to Cmedia (R2C Group), the largest media buying agency in the country, through the implementation of a new buying, tracking and reporting system and new accounting system.
 - Consulted on and oversaw all project plans, evaluations, and decisions.
 - Consulted with senior management regarding concerns with time lines, expenses, and procedures.
 - Coordinated with IT, Accounting and management teams from Portland and Philadelphia towards the successful implementation of both systems.
- Designed a self-management and evaluation plan for the American Telecast IT department consisting of quarterly self-evaluations based on achievements and outcomes aligned with business goals.
 - Created tracking system for IT personnel to record critical responsibilities, goals, status and outcomes for all projects.
 - Created reporting mechanism to senior management to reflect achievements of the IT team as well as goals, status, and outcomes of all IT projects.
- Author of a monthly email newsletter to 130 subscribers focused on leadership, management and productivity.

AMERICAN TELECAST CORPORATION

• Including American Telecast Products, LLC, ATC International, LLC and ATC Agency Services, LLC
ATC is a world leader in direct to consumer product marketing with products like Total Gym (Chuck Norris/Christy Brinkley), Victoria Jackson Cosmetics, Cher Beauty Products, Richard Simmons' Deal-A-Meal, and Torso-Track (Suzanne Somers). ATC has generated over \$2 billion in sales via infomercial and short-form television advertising. ATC International sells ATC products, as well as many others, internationally through a channel of worldwide distributors. ATC Agency Services is a media buying service to the direct response industry. American Telecast employs 80+ people and has achieved an annual high of \$250 million in sales.

Vice-President and Chief Technology Officer

- Developed multi-phase plan and led project to reengineer and enhance back office/ERP operations and technology with SAP Business One as the cornerstone. Phase 1 implementation reach success in Sept. 2005 on schedule and under budget.
 - Responsible for the development of specifications and requirements, vendor selection and negotiations, project team management, as well as acquisition and implementation of new computer systems, servers, database, and LAN and WAN configurations.
 - Worked with all department managers and employees to ensure accurate needs/requirements definition, understanding and buy-in from all stakeholders, and to build excitement and squelch fears of the coming changes.
- Implemented Media Buying and Tracking system enabling a small internal cost-center to achieve annual sales as an agency service to outside clients in excess of **\$80 million** within 5 years.
- Increased sales by **20% (\$400,000 a month)** by designing, developing and implementing a highly flexible e-Commerce system for all product lines.
- Increased sales in excess of **\$200,000 a month** in less than 9 months by coordinated with business leaders and outside service bureau to develop a comprehensive data warehouse system providing much needed business intelligence and marketing capabilities.
 - Responsible for overall project management, design/requirements specifications and vendor management.
 - Project required data collection from multiple order centers, customer service center, and fulfillment and billing systems.
- Developed initiative for and instituted ITIL best practices governance within the organization and with outside vendors and service providers.
- Set plans and developed procedures to establish IT as a corporate enabler to not only support business initiatives but to drive business success.

- Developed strategy to achieve IT/Business alignment enabling IT to be a strong contributor to business success.
 - Implemented executive level process for recognizing and developing the corporate culture leading to positive cultural changes.
 - Implemented a management survey procedure to provide IT with critical business information and goals leading to accurate, timely, and successful IT strategies.
- Managed over 30 team members in a two year revitalization project of order processing and customer service systems with an outside vendor resulting in a **15%** increase in customer retention and a \$1 per order average decrease in costs. Total savings averaged over \$10,000 per month with a peak of over **\$60,000** for a single product line.
 - Provided project proposals, cost analysis, design specifications, and feasibility studies to senior management and project teams.
 - Designed and implemented career development programs for IT staff based on strengths management, goal-oriented performance, and achievement based outcomes.

INFORMATION SYSTEMS CONSULTANT

Served a number of clients by providing cost analysis, purchasing, software development, project management, and installation services. Facilitated project meetings with clients and their business partners. Created project proposals and estimates, and provided technical and procedural training and support.

Independent Consultant – Selected Services

- Hired as a project manager and software developer for the conversion of a mainframe circulation, fulfillment, and membership administration system for two merging companies – Worlco Data Systems (PA) and Grenier Data (NY).
 - Developed plans, led team of people from both companies, and developed software and procedures to complete the project.
 - Designed and implemented business processes and procedures for operations and data-control departments.
- Served as a part-time senior programmer/analyst for AON Information Systems and Rollins Burdick Hunter a large nation-wide insurance brokerage firm. Called on to undertake problems and provide solutions beyond the capabilities of in-house staff.
- Designed and developed circulation tracking and financial reporting systems for multiple magazine publishers based in New York (Fairchild Publications, Institutional Investor) and Zurich, Switzerland (Graphis International).
- Designed and developed an order-entry/processing system for Automated Systems Associates, a direct response service bureau.
- Designed and developed standardized software and processes for numerous direct mail marketing projects for a newly formed direct response service bureau – Direct Mail and Computer Services. Software included file conversion, list selection and segmentation, mail management/pre-sorting, and custom letter production.

Memberships & Associations

Founder – The EarthAsylum Leadership Circle
(www.EarthAsylum.org)
Institute of Management Consultants
(www.imcusa.com)
American Management Association
(www.amanet.org)
Human Capital Institute
(www.humancapitalinstitute.org)

Co-Active Coaches Network
(www.coactivenetwork.com)
Center for Creative Leadership
(www.ccl.org)
Tri-County Area Chamber of Commerce
(www.tricountyareachamber.com)

Certified ITIL professional