

SUMMARY

Experienced Information Technology services executive with a solid record of accomplishments working with small and medium business, federal government, corporate, and global customers; recent experience includes leadership of sales and delivery teams for Accenture and Dell Professional Services.

Areas of strength include:

- Digital marketing and performance optimization
- Information design and business analysis
- Partner/alliance strategy development and management
- Enterprise solution delivery
- Technology sales and delivery methodologies
- Market Research, offer development and promotion

TECHNOLOGIES

- Omniture SiteCatalyst
- Webtrends Analytics
- Google Analytics
- Maxamine
- Memetrics
- SharePoint
- Microsoft Exchange
- VMware
- Salesforce.com

PROFESSIONAL EXPERIENCE

**Senior Manager
Operations & Sales Support**

2008 – 2009

Accenture, Austin, TX

- Lead Global Pre-Sales team, Contributing to recognition of \$15 million in quarterly revenue, in support of the Digital performance optimization offers translating customer decision processes into business and customer value for Global clients, e.g. American Express, Frito Lay, Dell Inc., Bank of America, AOL, Time, Proctor and Gamble
- Contribute to product/offer development and market positioning by addressing customer feedback in combination with market research to integrate analytics, technical diagnostics, search strategies, multivariate testing, benchmarking and pro-forma gain estimation
- Enable and manage select Global partnerships and alliances to ensure effective execution against delegated opportunities, ensuring seamless transition from sales and business development teams
- Design and manage processes to create high-impact sales tools targeting business goals, including client specific analysis and compelling product demonstrations, which establishing the connection between actions, outcomes and measurable results
- Lead comparative research across multiple industry sectors, e.g. Marketing 50, Banking, Airlines, U.S Government Agencies
- Enable growth and field sales productivity by providing primary support for effective deal administration, including pipeline management, reporting and forecasting and all opportunity management and administration related processing requirements
- Lead the effort to measure effectiveness of online advertising spend including the qualitative measurement of display ad placement across various global and regional web outlets for Dell Inc. realizing an average of 5% savings year-on-year

**Practice Executive
Corporate Accounts & Small/Medium Business**

2004 - 2007

Dell Inc., Round Rock, TX

- Managed all pre-sales and delivery activities and led a team of Project Managers delivering enterprise level IT solutions
- Created and managed a Regional Services program in hub cities, leveraging partners for pre-sales and delivery activities, achieving 100% revenue growth across consecutive quarters and securing 25% of overall Professional Services revenue each quarter
- Facilitated account growth by developing and implementing procedures to identify, track and communicate follow-on opportunity within existing projects to sales team resulting in as-delivered revenue attainment greater than 100%
- Increased customer satisfaction from 50% to 90% by refining delivery methodologies and broadening coordination with delivery partners
- Aligned Professional Services offer roadmap with Dell's key alliance partners
- Integrated partner engineers into Professional Services Practice to augment internal technical staff
- Built Small/Medium Business Account Practice with executive sponsor focused on mid-tier customer base, e.g. 250 – 5000 employees, capturing upwards of \$20 million in revenue per year

Practice Lead 2002 - 2004
National User Experience Practice
Dell Inc., New York, NY

- Responsible for managing and developing Dell's National User Experience consulting business
- Managed contractor base exceeding revenue target by 14.5%
- Achieved annual practice utilization exceeding targets by 10%
- Created and maintained knowledge repository of reference documentation to be leveraged by team and external sales force, including portfolio of work, client case studies and references
- Created targeted solution offerings for User Experience Services and provided sales force supporting documentation to assist sales efforts, e.g. Usability Offering
- Integrated User Experience solutions into technical solution offerings, e.g. Microsoft Content Management Server, SharePoint Portal Server and SharePoint Team Services

User Experience Lead 2000 - 2002
National User Experience Practice
Plural Inc., New York, NY (Acquired by Dell Inc.)

- Provided oversight and expertise required for architecting and implementing appropriate interactive solutions for clients, e.g. Credit Suisse First Boston, Merrill Lynch
- Worked closely with the project management and technical staff to ensure interactive solutions were complementary with technical and business requirements
- Directed information design, visual design and content development to deliver fully-integrated, end-to-end solutions
- Managed client relationships and participated in new business development
- Mentored User Experience staff, providing training, standards and project supervision

Information Architect 2000 - 2000
Plural Inc., New York, NY

- Instrumental in building newly created creative services department and integrated creative services offers into existing company portfolio
- Developed user experience and information design strategies for digital properties and applications and performed usability testing, e.g. heuristic analysis
- Authored production documentation, e.g. sitemaps, information designs, use cases, functional requirements and taxonomies

Information Architect 1999 - 2000
Agency.com, New York, NY

- Developed user experience and information design strategies and performed usability testing, e.g. www.colgate.com
- Generated production documentation, e.g. sitemaps, information designs, use cases, functional requirements

Prior Career Experience in Architecture and Civil Engineering 1992 - 1999

WHITEPAPERS

- "The SharePoint Portal Server & User Experience"
- "Establishing Business Process for Web Analytics"

EDUCATION

B.S. in Architecture
 New York Institute of Technology, Old Westbury, NY