

Convinsys (April 2006 - present) – Cary, NC. Sales and marketing services.

Founder; Cary, NC. – I help people sell. How? Tell, show, try. Specializing in *Short Stories that Sell™*: Success stories ... in print, audio, Soundslides, video, storyPanels, storyPackets, WordPress, email, & ebooks.

Cisco Systems, Inc. (July 1996 - March 2006) - Global provider of internetworking solutions for corporate intranets and the global Internet, headquartered in San Jose, CA, with (36,000+) employees and annual operating revenues of \$24+ billion.

US Theater IPC Solution Marketing Manager, Field Marketing; RTP, NC. (Feb 2005 - March 2006) New position reporting to the Senior Director of Field Marketing under NA Sales. Primary contact between US Area Field Marketing, US Advanced Technology Sales, and Product Technology Marketing for national/global level IP Communications (IPC) marketing programs. Active leadership in the cross functional IPC Virtual Team responsible for building IPC campaigns and programs - contributed customer requirements; provided subject matter expertise (market, Cisco/competitive products, solution architectures, and applications). Provided analysis (sales pipeline, sales adoption, and business) for marketing offer programs, strategy planning, and tactical execution.

- **IPC Marketing** – Directed the formation of a cross functional US Theater strategic planning team, liaison between multiple corporate & field groups, developed US Theater IPC marketing plan to complement Area marketing plans, maintained internal website/blog for information sharing, managed (1) contract consultant.

Enterprise Solution Marketing Manager, Voice Technology Group; RTP, NC. (Feb 2003 - Feb 2005) Applied Sales experience, technical knowledge of VoIP, and customer/industry knowledge to create cross functional tactical and strategic plans. Developed and delivered marketing projects for IP Communications based systems and solutions.

- **IPC Systems Test** – Working with Business Units and Sales, provided input requirements guidance, marketing direction, and outbound messaging for the Golden Bridge 1.x-4.x releases. Participated in multiple test summits and customer visits (including international) to gather test requirements.
- **IPC Systems Marketing** – Received the “Helping Hand” award from Mid-Atlantic Sales organization, created a CxO level “Why Cisco IPC” presentation, presented at many customer and partner briefings, participated in the Sales Engineering Technical Leadership Program and chaired the SMB IPC working group. Member of the Customer Briefing Center advisory board for the RTP eXperience center. Engaged with higher education accounts and development opportunities: universities, SIP.edu, Internet 2, and NG IP911 research group.

Consulting Systems Engineer; Mid-Atlantic Area RTP, NC. (Jul 1997-Feb 2003) Provided pre-sales and post-sales technical support to Account Managers, Channel Partners, and customers over a 2-4 state geography. Served as an area representative on the global Virtual Team for Convergence Technology.

- **Technology Specialist for VoIP** – Worked with both Service Provider and Enterprise customers to design and install second generation VoIP systems. Installed pilot systems, provided technical consulting, and post-sale troubleshooting. Coordinated AVVID truck demonstrations, built portable customer demonstration units and fixed labs (with web based tutorials). Demonstrated successful rerouting of intra-state calls between 2 universities from the PSTN to VoIP using the NCREN state IP wide area network. Worked with multiple groups to give technology demonstrations (Executive Briefing Center, NSITE IP Centrex test lab, RTP Proof Of Concept lab, Area Sales demo lab). Created and delivered a video based CIO level seminar for IP Telephony. Published a technical tip on Cisco.com for Nortel Option 81 gateway configuration.

Provided technical and sales training for channel partners (direct VAR, 2-tier, Service Providers (Sprint, BellSouth, SBC, Verizon, and others).

- **Business Specialist for VoIP** – Performed RFP responses, Executive Briefing Center customer presentations, and client business case consulting. Received a team Competitive Take-out Award at National Sales Conference. Developed business case arguments that led to winning several large accounts: Interpath (next generation VoIP telecom provider), EDS/Bank of America (160,000 IP phones, \$30 million savings), East Carolina University (10,000+ IP phones). Provided a demonstration and briefing for BellSouth SE executive staff to convince them to partner with Cisco for customer VoIP migrations. Maintained a large internal web site and mailer alias for local information sharing.

Manager of Engineering Computer Services; RTP, NC. (Jul 1996 - Jul 1997) Managed the distributed computing group supporting engineers in the RTP InterWorks and Access business units. Coordinated (8) contract and full time employees.

- **Exceeded customer support requirements** - Through (4) transitions of upper level management in (10) months and varying shifts in technical direction, maintained an excellent relationship and service level with client base. Persevered through a generator fire, hurricane, and numerous power outages with minimal downtime or impact on projects. Upgraded compute servers and network connectivity. Increased support staff and resolved major interpersonal conflicts, resulting in increased client service level and staff morale.

Carolina Power & Light (Mar 1994 - Jul 1996) - Electric utility servicing one million customers over 30,000 square miles in North & South Carolina, with (7,000+) employees and annual operating revenues of \$3 billion.

Manager of Data Network Design; Raleigh, NC. (Mar 1994 - Jul 1996) Managed the design, installation, and support for all company data communications. Coordinated (15+) contract and full time employees, manage a \$2.1 million expense and \$4.4 million capital budget.

- **Defined a (5) year strategic technical plan for data networking** - Articulated a business driven long term vision for evolving the data network. Specified a series of initiatives to move from a T1/token-ring/SNA mainframe centric environment to a SONET-ATM/ FDDI/switched Ethernet/TCP-IP based distributed network.
- **Provided the vision, leadership and execution to implement the strategic plan** - Secured \$5 million out-of-budget over (3) years to implement the plan. Partnered with MCNC for SONET/ATM product testing. Issued an RFP and selected an exclusive vendor (3Com) to provide a majority of the network equipment; savings of \$1 million+ over (2) years.
- **Rebuilt IS credibility with internal clients** - IS project to implement client/server computing at all nuclear plants was failing. Implemented short term architectural changes and intensive labor commitments that saved the project. Used new respect for IS from nuclear organization to initiate the (5) year strategic vision for data networking.

Alcatel Network Systems (Oct 1991 - Mar 1994) - developer and manufacturer of communications equipment, with (2500) employees in multiple North American locations annually grossing \$500 million. ANS is part of Alcatel Alsthom, a world-wide corporation specializing in energy, transportation, and communications with (200,000) employees annually grossing \$36+ billion.

Corporate Manager of End User Computing; Richardson, TX. (Mar 1993 - Mar 1994)

Responsible for ANS customer support and desktop computing. Reported to the Senior Director of Information Systems (IS). Coordinated (45+) contract and full time employees in Raleigh, NC and Richardson, TX. Extended coordination of IS activities and support to all ANS sites from Canada to Mexico.

- **Built the organization** - Key contributor to a corporate Strategic Information Systems Plan (SISP) which reorganized ANS IS departments. Personally recruited by the Chief Financial Officer to build a multi-site End User Computing department. Staffed the temporary organization, developed a permanent organizational plan, and created a comprehensive staffing plan to implement the organizational goals.
- **Evolved a “customer centered” culture** - Provided the leadership and mechanisms to change the IS culture from a technology centered to a customer centered organization. Often personally confronted volatile situations where customers were quite upset, demonstrated a new “we care” attitude, coordinated multiple IS groups to solve the problem, and followed up to make sure the customer was always satisfied.
- **Increased communications** - Stabilized the corporate E-mail system and developed a multi-phase plan to replace it with more manageable technology. Developed rapport with remote manufacturing and sales sites which had been neglected by IS, coordinated efforts to integrate them into a cohesive group which cooperatively participated in ANS wide IS activities.

Manager of Engineering Computer Network Services; Raleigh, NC. (Oct 1991 - Mar 1993)

Managed distributed computing support. Reported to the Director of IST. Coordinated (17) contract and full time employees, managed a \$1.9 million expense and \$1.5 million capital budget.

- **Rebuilt the support organization** - Evolved the support group to a level of staffing, technical expertise, and morale capable of sustaining (and growing) the computing environment. This ranged from handling extremely volatile personnel conflicts to gaining corporate approval to increase staffing. Employed a number of strategies that reshaped the culture of the group. Together, we turned around a situation that was completely out-of-control.
- **Stabilized the environment** - Stabilized an unreliable computing and network environment. Increased capacity, performance, and upgraded technology of nearly all components. Started a customer Help Desk which handled over 500 calls per month. Environment included: UNIX workstations and servers, VAX minicomputers, PCs, Macs, X-terminals/clients, optical juke boxes, UTP switched Ethernet and FDDI LANs, multiple WANs, network switches and routers, and a video-conferencing utility.
- **Increased customer satisfaction and exceeded management’s expectations** - Together, the group created a vision for the future and set goals to realize the vision. During the transition, our charter expanded from supporting R&D to supporting all functional areas. By partnering with customers, we created a culture that increased mutual trust and respect. Customer “atta-boys” instead of complaints became the norm. Each of our accomplishments exceeded management’s expectations.

Team Connecting Point (Nov 1990-Sept 1991) - value added re-seller of computer hardware and software, with (50) employees in (3) Iowa locations annually grossing \$6+ million.

Vice President & Director of Products Division; Davenport, IA. (Nov 1990-Sept 1991)

Managed purchasing, ordering, warehousing, distribution, systems engineering, internal systems, and existing/new product development, with (6) direct reports in (2) locations.

- **Created Products Division** - Consolidated functions into a new division to increase profitability, product throughput, and customer satisfaction.
- **Opened new location** - Opened a (2500) sq. ft. sales and service location in Davenport, IA. Responsible for all aspects from design and lease negotiation to start-up.
- **Re-engineered internal systems** - Connected computers at all locations using a Wide Area Network, moved accounting system to UNIX based minicomputer, installed Electronic Mail, and installed user friendly reporting system. Result provided better cost visibility and decreased product ordering time. It also greatly improved employee communications; information could be now shared in seconds instead of days.

Deere & Company (May 1978 - Oct 1990) - world-wide manufacturer of agricultural, construction, and consumer goods employing (40,000+) people and annually grossing \$4+ billion.

Senior Staff Engineer for Corporate Deere Tech Services; Moline, ILL. (Nov 1988 - Oct 1990) Coordinated networking and computer systems integration projects in the US and Europe. Actively involved in project management and hands-on application of computer hardware, software, and communications. Interfaced with people ranging from corporate officers to manufacturing hourly wage employees.

- **Positioned new data access technologies** - Provided the political catalyst and technical expertise to "free up" data locked in mainframe corporate databases using:
 - o Transparent data-base access software for DB2 and Oracle using TCP/IP.
 - o A "C" based, peer-to-peer process layer for MVS, VMS, Tandem OS, & UNIX.
 - o An IBM based IMS transaction server for workstations, using LU6.2 & TCP/IP.
 - o A SoftSwitch based E-mail gateway for SMTP, DISSOS, CC:Mail, and others.
- **Served as an engineering liaison** - Successfully coordinated the installation of computer hardware, software, and communications systems in the US and Germany to enable delivery of an Engineering Management System. This involved almost more political skill than either project management or technical expertise.
- **Implemented international communications network** - Extended the corporate Wide Area Network project (WIN) started in Dubuque, IA. By November 1990, the network stretched from Waterloo, IA to Mannheim, Germany. It included over 1500 computers ranging from IBM 3090s, to Tandem & DEC minicomputers, to Apple & IBM PCs.

Senior Engineer for Manufacturing Systems; Dubuque, IA. (Mar 1984 - Nov 1988) Directed Computer Integrated Manufacturing (CIM) networking projects for the Dubuque and Davenport facilities. Coordinated a (6) person group and a \$250,000 communications budget.

- **Introduced engineering workstations** - Specified, purchased, installed, trained, and integrated the first general purpose engineering workstations in Dubuque. These ranged from Apple Macintoshes to UNIX based Sun minicomputers.

- **Started a new corporate communications network** - Created a corporate Wide Area Network (WIN) that connected Dubuque, Davenport, and Corporate Engineering divisions. Prior to WIN, only the corporate IBM SNA network existed. This project had many "firsts" at Deere, including the first time non IBM equipment was allowed to channel connect to the IBM mainframes. It ushered in the era of distributed computing for the company. Applied for the Internet domain name Deere.com and the company's class B IP address.
- **Speaker at conferences and quoted in magazine articles** - Featured in various magazines for innovative uses of computers in manufacturing. Asked by the US Defense Communications Agency to address (700) people at a networking conference. Multiple time guest speaker on networking Macintoshes at MacWorld conferences.

Senior Engineer for Tool Engineering; Dubuque, IA. (May 1978 - Mar 1984) Responsible for trouble-shooting production tooling problems in a UAW manufacturing environment. Demonstrated new tooling technologies. Responsible for applying computer solutions to manufacturing processes.

- **Created a program to simulate machine tools** - Designed and developed a 10,000 line FORTRAN program to simulate the actions of a Warner & Swasey 2AC chucking lathe. Resulted in reducing setup times from (6) hours to less than (1/2) hour.