

Overall Experience

- Innovator - Use of technology and process as business drivers for revenue, operational cost savings and increasing customer satisfaction
- Over 12 years of brand experience and how to advocate the use of technology to gain competitive advantage and enhance brand value
- Experienced technology professional with over 25 years of extensive experience in various strategies and technology disciplines that can accelerate and improve any IT organization
- Business engagement in various strategy development including, Sales, CRM, UX, Data/MDM and Content Management initiatives with defined technology roadmaps
- Established and matured governance programs to promote Quality, Risk Management and Compliance policies
- Instituted various IT Cost models, involved with Portfolio Management activities and created IT Operating Plans for the organization
- Experienced in leading development, architecture and operational groups with the ability to adapt to any organizational culture. Led groups of over 20+ people including offshore experience
- Development - managed development teams in various methodologies including Waterfall and Agile development
- Managed projects that were: complex, multi-organizational, highly visible, global with multi-million dollar budgets. Created and evolved SDLC practice and processes with PMO and other various stakeholder groups

Strategic IT Accomplishments

Description	Company
Matured the Enterprise Architecture function for various companies and institutionalized governance processes to ensure consistency, efficiency and agility in the organization and portfolio.	NBCUniversal, LLC Realogy, LLC Wyndham Worldwide
Aligned business units and IT to develop a program to implement various technologies across the enterprise and touching 45,000 employees for collaboration.	NBCUniversal, LLC
Provided strategic direction on moving the enterprise to a Unified Communications platform utilizing Office 365 from Microsoft. Demonstrated increased collaboration and productivity gains while decreasing per user subscription costs.	Realogy, LLC
Re-engineered and architected Sales and CRM processes for company's global division which included over 20 countries. Streamlined the "Prospect to Cash" flows from 90 days to 30 days with projected savings of approximately \$9.5 million.	Citi Corp.
Conducted design sessions with business & IT teams to define technical best practices and strategize on design possibilities. Ensured Salesforce.com technical designs were integrated seamlessly with overall enterprise architecture of the organization.	Wyndham Worldwide
Re-design of approximately 20 branded consumer facing eCommerce and mobile sites which includes different personas per brand, dynamic content, increased performance, social feedback, chat and other improvements. Mobile channel development with third party provider and integration with central services.	Wyndham Worldwide
Re-engineer and streamline business processes at the Call Center with state of the art technology and CRM abilities through the use of BPM/SOA initiatives – reduce call time by 15 seconds and increased conversion by 8%. Converted agents to sales people to	Wyndham Worldwide Cendant

increase conversion and up-sell products.	
Experience in the design, modeling and implementation of a Service Oriented Architecture (SOA) program. Leveraged current assets across divisions / organizations and decoupled systems from complicated point-to-point integrations.	Citi Corp Wyndham Worldwide Cendant
Next generation Central Reservation platform with newer functions in Extended Stay, Rate Plan design and tight integration with distribution functions. Separation of Availability and Reservation services onto different platforms – Scalable, High-Volume Availability platform.	Wyndham Worldwide Cendant
Engineered and implemented one of the highest value Loyalty system and platform with up-sell capabilities. (Wyndham Rewards) Transparency of operation procedures with SaaS provider.	Wyndham Worldwide Cendant
Automation of On-Boarding business processes for franchisees. Over 8 brands included in the automation effort and reduced on-boarding time from 90 days to 30 days.	Wyndham Worldwide
Engineered and implemented a new CRM platform using SalesForce with tight integration into systems and data interfaces. Provided Sales with a 360 view of the franchisee.	Wyndham Worldwide
Created a distribution platform that aligned to the business strategy of the organization. Distribution of content, rates and inventory controls to downstream partners. (Direct Connect)	Wyndham Worldwide
Started an Intranet content publishing group that proliferated within the company. A lot of the procedures, process and technology were leveraged across divisions.	AT&T Wireless
Matured the Integration CoE with influence over 80+ architects globally. Created various checkpoints to ensure total quality initiatives.	Citi Corp

Strategy and Planning

Description	Experience
Developed reference architectures with various stakeholders on Microservices, API, DevOps, Analytics and other subject areas.	5 yrs.
Established strategic directions for moving application portfolios and workloads to the cloud while realizing savings and moving out of the Data Center business.	3 yrs.
Managed and strategically influenced capital budgets ranging from \$40 to \$550 million.	14 yrs.
Aligned Business and IT initiatives through yearly planning and Business Architecture functions.	15 yrs.
Collaborated with business leaders to create visionary IT roadmaps for execution that aligns with the business requirements and provided competitive leadership in the industry.	14 yrs.
Instrumental on establishing the use of Cloud providers to enhance the organizations leadership and competition edge with tight integration with internal systems and thorough operation procedures.	8 yrs.
Partnered with senior business stakeholders in establishing a Data Strategy to leverage data as an asset to drive additional revenue and provide a higher level of customer transparency.	10 yrs.
Designed and implemented a new Central Reservation system – with cost savings of approximately \$8 million yearly and RevPAR uplift of approximately \$2. Worked closely with many stakeholders (internally/externally) to ensure requirements were met.	5 yrs.

Operational Management

Description	Experience
Created and influenced technology standards across the organization to maintain a consistent pattern of usage / re-use and drive costs down. Technological and competitive edge within the market.	8 yrs.
Authored and acted as a catalyst to drive various technology visions via regular written and in-person communications with the organization's executives, department heads, and end users.	20 yrs.
Creatively and independently provided resolution to technical problems in a cost-effective manner.	10 yrs.
Implemented and made improvements to the service management of the organization, including Change, Problem, Release, Availability and Capacity Management services.	8 yrs.
Ensured business continuity of technical services through oversight of service level agreements with end users and monitoring of systems, programs, and infrastructure performance.	12 yrs.
Maintained up-to-date and knowledgeable in regards to industry trends and emerging technologies in anticipation of new business processes and system alterations.	25 yrs.
Managed data center operations and put into place various operational processes and service level expectations for support and remediation.	3 yrs.

Financial Management

Description	Experience
Influenced and decided on forecasted Capital and OpEx spend for the year that included various departments. Influenced budgets of up to \$550 million.	8 yrs.
Managed operational budgets of excess of \$40 million – maintained independent cost center.	10 yrs.
Maintained budgets in cost centers and projects that had less than 5% variance.	10 yrs.
Ability to forecast capital resource utilization figures accurately for my team, projects and programs.	15 yrs.
Evaluated various initiatives and the Return on Investment (ROI). Made decisions based on the ROI and strategy of the initiative.	14 yrs.

Risk Management

Description	Experience
Involved in the organization's regulatory and compliance efforts including SoX, PCI, PII, SEPA, Dodd Frank, FATCA.	12 yrs.
Effective in security controls, protocols and technology that influence data in-transit and at rest scenarios. Secured the privacy of data in all environments.	8 yrs.
Established key frameworks in organizations that provided transparency and effective risk controls – ITIL, SDLC, Governance and Audit practices.	13 yrs.
Risk avoidance techniques that minimize impact to the customer, project and stability of the	10 yrs.

platform/ system.	
Business Continuity. Influenced and made decisions of the Disaster Recovery plan for the organization, which included various vendors, contract negotiations, budget estimates and design of an active / active disaster site.	8 yrs.

Team Management and Development

Description	Experience
Supervised up to 50 directs with responsibility across multiple organizational areas. Supervised the recruitment, development, retention, and organization of all technical staff in accordance with corporate budgetary objectives and personnel policies.	15 yrs.
Ability in developing, leading, managing and retaining high-quality IT teams. Proliferate an open working environment with regimented practices for mentorship, training and coaching, performance reviews, etc.	15 yrs.
Collaborated and influenced executives to end users across divisions and around the globe.	25 yrs.

Project/Program Management

Description	Experience
Strong project management experience in leading complex, multi-departmental and global projects.	20 yrs.
Created multi-year programs that were included in capital planning activities and were aligned to the strategic goals of the company.	8 yrs.
Established and matured SDLC processes to be included in the PMO.	6 yrs.

Vendor Management

Description	Experience
Experienced in managing boutique to Fortune 500 vendors, including IBM, Oracle, Salesforce.com, TIBCO, Adobe, and Cognizant to name a few. Business vendors included GO Leads, Lanyon, IdeaS, Steton, Rubicon and Micros.	18 yrs.
Authored and negotiated contracts (SOWs) for the recruitment of consulting staff for high-profile projects and delivery of defined requirements.	15 yrs.
Negotiated and amended contracts (License Agreements and Master Service Agreements) for the licensing of software/hardware assets from various vendors. Closely aligned with Legal to ensure the company is protected from any risk.	15 yrs.

Specific Knowledge and Expertise

Description	Experience
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Leadership. Influencer, passionate, inspirational, confident, risk-taking, goal-setting, honorable, fair, supportive and open describe some of my qualities as a leader.	20 yrs.
Franchisee and Brand experience. Exposure in developing brand value through the use of technology and the use of data. Consumer penetration of over 130 million consumers.	12 yrs.
Joint Ventures and M&A activity. Experience in Joint Ventures and M&A activity with an emphasis on IT integration from a system and organization perspective	12 yrs.
Consumer. Very involved in developing and executing innovative solutions to the consumer and in relation to a multi-branded company. From multi-channel development, content management to harnessing the power of data through a Data Strategy and its implementation.	15 yrs.
Business Savvy. Confident in understanding the business and working with senior leaders of the organization to strategize on the vision and formulate the IT roadmap and Operations plan.	20 yrs.
Global Environment. Experience in a global environment with decentralized functions, matrix organization, disparate IT systems, cross-border and country specific considerations.	15 yrs.

Technology Areas of Expertise

Description	Experience
Cloud. Experience in implementing SaaS and PaaS platforms for the organization and working with the vendors in ensuring the architecture solution(s) were mindful of integration, performance and security concerns.	8 yrs.
Business Process. Involved in improving / re-engineering business processes from the Call Center to Account On-Boarding of franchisees. Drove additional revenue and cost savings through the automation and efficiency gains of these initiatives.	22yrs.
Customer Relationship Management (CRM). Working closely with the business, developed multi-year plan for the use of CRM, account on-boarding, 360-view of customer, etc. Using a unified approach across 15 brands.	12 yrs.
Service Oriented Architecture (SOA). Service enablement of the organization and abstraction of technology layers to fundamentally improve re-use of assets and drive future costs of IT downwards.	9 yrs.
Design. Delivery of high impact and effective multi-channel experience through mobile, website and social channels. Design of multi-branded platform with different design personas for each brand.	20 yrs.
Enterprise Content Management (ECM). Implementation of an enterprise wide content management solution that organizes and manages content on the creation, approval and distribution across many channels internally and externally.	8 yrs.
Consumer Experience Management (CEM). Understanding of how to formulate a digital strategy and unify the experience from all of consumer digital channel touch points. Ability to develop a plan to accelerate the use of digital channels to increase revenue.	8 yrs
Data. From Data Management to Exploitation. A firm grasp on formulating process, organization changes and integration to embrace the management and exploitation of data to drive additional revenues. (Data Stewardship, Quality, Governance, Acquisition, Warehousing, BI and Reporting, Big Data, etc.)	16 yrs.

<p>Enterprise Architecture. Most recent exposure in Business Architecture. Aligning Business and IT strategy through an iterative approach with the business and creating an executable roadmap to be used within the capital planning process and program creation.</p> <ul style="list-style-type: none">• Published article on Middle-Out Target Architecture to aligning Business and IT priorities and strategy• Incubated and matured EA programs with disciplines in Business, Information, Application and Technology Architectures• Established various CoE and Governance organizations / processes• Evaluated many vendors and product solutions. Created re-usable model for these assessments	12 yrs.
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