



Consulting Professional #26

Project Manager & Sr. Business Architect

Consulting professional #26 is an enthusiastic telecommunications marketing and sales expert with over 25 years of related industry experience. They have acquired and refined many skills during their career at Bell Canada and Stentor Resource Centre Inc. such as product management, training, call centre solutions, market research and analysis, service deployment, regulatory interaction, and budget management. These skills, combined with their years of experience and many proven successes in process engineering and project management, make them an excellent addition to any client's project team.

This consultant's product marketing prowess includes having conducted a market analysis and initiated strategic recommendations to ensure successful product entry into the European market, which included developing a national marketing program. They have directed and implemented product management activities through the product life cycle for both voice and data products, such as: Business Lines, Advantage 900, Centrex Voice, Centrex Integrated Voice Messaging System, ISDN, Centrex Data, Packet Switching, and Analog Data Channels. They have also conducted and managed market and competitive analyses, data gathering and research relative to the development of national Call Centre Solutions.

Their marketing experience has seen them do a multitude of things, including: introducing and launching new products; conducting internal and external product and sales training; providing product support to sales channels, partners, and customers; co-ordinating and managing the development of all sales materials, customer collateral, advertising and promotion initiatives in support of market launches, and; preparing product and marketing plans. This individual's strong analytical skills and their ability to apply creativity and intuition to the formulation of sound business market tactics have been instrumental to their success in the marketing field.

In another capacity, this candidate developed and implemented a National Call Centre Tool Kit to assist sales in the design and implementation process of a Cell Centre. They have directed sales teams to develop and install Call Centre Solutions worth \$12 million in Telus and BCTel. And they have worked with suppliers such as Nortel, Octel, and Motorola to map out strategies and commitments to develop or enhance existing products to meet the needs of clients. Every task is handled professionally, courteously, and honestly. This consultant utilizes their superior communication skills and leadership to evoke change and to guide team members in overachieving targets.

This multi-talented, telecommunications marketing expert has demonstrated consistently high levels of achievement. They are extremely well organized, and they are equally adept at developing solutions and project managing their implementation. It is for these reasons that they have been successful in their consulting practice, and have quickly become a popular candidate with our clients. A Canadian citizen who resides in the Ottawa area, this consulting candidate reports out of our Toronto headquarters.

Core Competencies:

- ◆ Program Management / 4-TAÉ Methodology
- ◆ Business Architecture / Strategic Planning
- ◆ Budget & Results / Operations Management
- ◆ Marketing / New Product Implementation
- ◆ Training Development and Delivery
- ◆ 25+ years Telecom Subject Matter Expertise

Telecom Industry Disciplines:

- ◆ Customer Care / Call Center / Billing
- ◆ Marketing / Business Planning
- ◆ Sales / Sales Operations & Training
- ◆ Regulatory / Audits

Telecom Market Experience:



ILEC/RBOC/PPT

CLEC

IXC

Technology Experience:

- ◆ CO Switch Platforms: DMS-100, DMS-250, 4E, 5E, GTD5
- ◆ Operational Support Systems: CAS, CALRS, PAIRS, P5300 Plant Cost Results, IFMS, BCRIS
- ◆ Desktop Applications: MS Office, Visio, MS Project, Netscape, RUMBA, Crystal Reports
- ◆ Programming Languages: SQL
- ◆ Databases: Informix, DB2, DCL, MS Access
- ◆ Hardware Environments: IBM3090, VAX, UNIX
- ◆ Communications Protocols: TCP/IP
- ◆ Operating Systems: Windows, MS-DOS, VMS

Academic and Industry Accreditation:

- ◆ Marketing Diploma, Algonquin College

Other Distinguishing Attributes:

- ◆ Member of Business Network International, Ottawa Board of Trade, and Home Business Association