



## Consulting Professional #87

### Project Manager & Sr. Business Architect

Consulting Professional #87 is a proactive telecommunications professional with over 25 years of industry experience, the majority of it with Bell Canada, in various Sales, Marketing, and Operations Management positions. A team player with proven creative, conceptual, analytical, project management and leadership skills, this consultant is particularly proficient at developing business cases and project managing them to their ultimately successful implementation.

They are an excellent people manager and team builder, with a track record in over-achieving targets. Early in their career, this individual held various operations management positions of increasing importance in the areas of Field Services, Outside Plant, and Customer Service. They quickly progressed to Sales Director at Bell Canada where they led a motivated team of 150 to exceed revenue targets for 7 consecutive years. They championed the initial development and managed the ongoing operations of Bell's first automated outbound and inbound telemarketing system. As Director - Business Development, this candidate led a team in the development and implementation of over 100 products and services over a 3-year period.

This professional's tremendous telecom business vision and passion for developing and implementing operational improvements was evident as General Manager - Operations Development where they conceived and championed a four year project to modernize Bell's sales force with automated tools, product and customer information systems and the first data warehouse capability. The net result was a 100% improvement in customer contact productivity. This expert also recruited and led a multi-functional team to re-engineer Bell's sales and marketing processes, with net tangible benefits totaling \$190 million.

As a Program Manager, they not only created the business case to acquire a market segmentation and data mining system for Bell's "Signature Service" accounts, they also managed the implementation and operation of the system. Their extensive list of responsibilities included: vendor, creation and training of the internal project team, site selection and installing the requisite security processes, connecting the system to various data sources, creation and testing of various operational scenarios, loading data into the system and testing its validity, and, obtaining approval at the appropriate management levels to go live with the system. This important project was delivered on time and on budget.

On an engagement with Lattelekom (the operating telco in Latvia), this candidate directed the development of a strategic plan for the company's Information Systems group. Other consulting work has seen them manage a process re-engineering project for a U.S. CLEC, and perform a technology evaluation for the City of Toronto of the responses it received to its cellular and paging Request for Proposal. They have also prepared and presented market plans in Uruguay, Europe, Asia, and the U.S.

In all of their project work, this SME has demonstrated a "can-do" spirit, a proactive approach, and an impressive attention to details, all of which have endeared them to clients. This highly accomplished individual, and new member of our team, is a Canadian citizen who reports out of our Toronto headquarters.

#### Core Competencies:

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

#### Telecom Industry Disciplines:

- ◆ Customer Care / Call Centre / Billing
- ◆ Service Activation / Order Management
- ◆ Network Operations / Maintenance / Engineering
- ◆ Marketing / Business Planning
- ◆ Sales / Sales Operations & Training

#### Telecom Market Experience:

	USA	CANADA	EUROPE	PACIFIC RIM	LATIN AMERICA
ILEC/RBOC/PPT	☒	☒	☒	☒	☒
CLEC		☒			
IXC	☒	☒			☒

ILEC/RBOC/PPT

☒ ☒ ☒ ☒ ☒

CLEC

☒

IXC

☒ ☒ ☒

#### Technology Experience:

- ◆ CO Switch Platforms: DMS-100, DMS-250
- ◆ Operational Support Systems: BCRIS, PAIRS, COMPAS, BRIP, BCCS, EIA, FUNNEL
- ◆ Desktop Applications: MS Office, Lotus Notes, MS Project
- ◆ Databases: DB2, Oracle
- ◆ Programming Languages: SAS, SQL
- ◆ Hardware Environments: IBM3090
- ◆ Communications Protocols: TCP/IP
- ◆ Operating Systems: Windows, MS-DOS

#### Academic and Industry Accreditation:

- ◆ Executive MBA, Wharton School of Business, Pennsylvania University, Philadelphia
- ◆ Bachelor of Arts, University of Toronto, Canada
- ◆ Integrated Project Management: York University
- ◆ Process Re-engineering: Rummler-Brache

#### Other Distinguishing Attributes:

- ◆ Two-time Bell Canada President's Club Member for Sales Excellence
- ◆ Developed and delivered white papers on "Target Marketing Strategies" and "Customer Care and Billing" in Singapore and Paris