



Consulting Professional #5

Project Manager & Sr. Business Architect

Consulting Professional #5 has over 25 years of distinguished telecommunications experience. They have excelled their entire career at financial management in the telecommunications arena. Across a multitude of assignments, this consultant has brought their depth of knowledge and understanding of budgeting and cost accountability, but more importantly, their skill at understanding the big picture problems/objectives and translating these into specific attainable plans.

This individual spent the first 7 years of their career at Bell Canada. They worked as a Business Office Representative, a Network Planner, Assistant Manager and then Manager of Budgets and Results for the Plant Department. They were hired by TELIC Corporation in 1978 and were instrumental in the completion of their product FACTS (Force And Cost Tracking System) and in its implementation throughout Bell Canada. In 1980, TELIC relocated this candidate to its U.S. headquarters in Washington D.C. to hold the position of Director of Consulting Services for the FACTS product line. Over the next several years, they were responsible for the implementation of the FACTS product at Southern Bell, Bell of Pennsylvania, Michigan Bell, Illinois Bell, and Southwestern Bell. In addition, they were brought in to assist with new product enhancements (clearing account allocations, conversion to functional accounting, etc) at New York Telephone, New England Telephone, Mountain Bell, Ohio Bell, and several of the GTE companies. They held several other key positions including Director of Customer Support, Director of Marketing, and Vice President of Product Development.

In 1992, this expert moved to Oncor Communications as Vice President, Sales and Marketing Support. They developed a Product Profitability system that enabled the Oncor Executive team to analyze profits right down to the individual call. This enabled Oncor to view profits by product, and by manager, director, and regional totals. Oncor was able to increase profits by over a million dollars just by eliminating the unprofitable business. This consultant developed a similar business analysis model that was used to evaluate all potential new product/new market opportunities. Another accomplishment was the development of the Customer Churn Analysis system. By reporting churn in several different ways, this telecom financial modeling guru was able to demonstrate that Oncor needed to focus more attention on newly acquired customers in the first 90 days to counter the competitors' win-back efforts. The Marketing department then deployed a Welcome to Oncor campaign that reduced churn by 50%.

The desire to return to the consulting world led this candidate to become an independent consultant in 1996. They have held assignments in the IXC environment at LCI Communications, Qwest Communications and Teligent. Their responsibilities on all three assignments have been in the areas of Capital and/or Expense budgeting, cost management, and reporting. At LCI, they implemented a new budget preparation model to involve the field district managers of the Network Engineering organization in the development of the Capital and Expense budget. At the end of year one, the Network Engineering organization was the only one meeting its targets, and thus avoided the severe budget cuts in the following year's budget process that affected all other departments.

Currently, this individual is responsible for defining user requirements and managing the product development for a new Decision Support tool being built specifically for the telecommunications industry by 4-tel.com. An energetic team player with astute analytical and communication skills, this candidate has demonstrated excellence in all tasks that they have undertaken. A resident of the United States, this consulting professional reports out of our Toronto, Canada headquarters.

Core Competencies:

- ◆ Program Management / 4-TAE Methodology
- ◆ Organizational Change 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 Center / Billing
- ◆ Network Operations / Maintenance / Engineering
- ◆ Marketing / Business Planning
- ◆ Sales / Sales Operations & Training
- ◆ Finance / Decision Support

Telecom Market Experience:

| | CANADA | US |
|---------------|--------|----|
| ILEC/RBOC/PPT | ☒ | ☒ |
| CLEC | | ☒ |
| IXC | ☒ | ☒ |
| CAP | | ☒ |
| CABLE | | ☒ |

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|---------------|---|---|
| ILEC/RBOC/PPT | ☒ | ☒ |
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| IXC | ☒ | ☒ |
| CAP | | ☒ |
| CABLE | | ☒ |

Technology Experience:

- ◆ Operational Support Systems: P5300 Plant Cost Results, CAS, DOPAC, CDM, Time Reporting, Functional Accounting Systems
- ◆ Client / Server Applications: PeopleSoft Financials
- ◆ Desktop Applications: MS Office, MS Project
- ◆ Databases: MS Access
- ◆ Communications Protocols: TCP/IP
- ◆ Operating Systems: Windows, MS-DOS, Mac, Windows NT

Academic and Industry Accreditation:

- ◆ Bachelor of Arts (Psychology), McGill University, Montreal, Canada, 1970