



## Consulting Professional #51

### Program Manager & Sr. Business Architect

Consulting Professional #51 is a proven telecommunications subject matter expert with over 20 years of international industry experience. They have excelled in various senior positions in Canada, the United States, England, and Saudi Arabia, where their skills in strategy development, product development and introduction, project management, marketing plan creation, sales team management, and business case development have been tested to their fullest.

An employee of BCE, Canada's largest telecommunications company, this individual was sub-contracted to affiliated Bell companies during much of their career. This consultant's first contract was in the role of International Marketing Manager with Saudi Telecom, where they were responsible for product development, product marketing, and the training of Saudi managers. Excellence there earned them a position as Director of Market Planning back at Bell, where they introduced a nationally deployed Centrex service aimed at the large Business market. This service now generates revenue in excess of \$200 million per year. This product and program manager expert also introduced a highly successful fast-packet service designed to meet the needs of the retail market for processing sales transactions. These product successes were due in large part to this individual's vision, organization, analytical thinking, and project management skills, in addition to their brand positioning and product strategy acumen.

This consultant's recent achievements include: developing a 3-year strategic plan for a major U.S. cable operator as it faced increasing competition and the need to broaden its product line beyond analog cable; creating and leading the execution of the marketing strategy for a U.S. cable MSO as it attained CLEC status for the introduction of bundled cable-telephony services; recruiting and developing a business marketing and sales operation, and generating an 800% revenue increase over a three year period for a European cable-telephony start-up; leading a residential marketing and sales team in successfully growing bundled services in a European market, and; leading process analysis of customer-facing operating functions in order to streamline delivery to consumers and reduce operating costs for a U.S. cable MSO.

Throughout all of these varied assignments, this individual demonstrated the qualities found in the very best leaders - vision, decisiveness, clarity of purpose, and the ability to positively influence and direct the activities of a large group of people towards a common purpose. This candidate is a proven telecom product manager and product strategist. Their experience and knowledge acquired while working in diverse global markets and emerging telecom sectors, in combination with excellent business and communication skills, makes them a much sought after Product and Program Manager and an important addition to any client's working team. This professional is a Canadian citizen reporting out of our Toronto, Canada headquarters.

#### Core Competencies:

- ◆ Organizational Change Management
- ◆ Business Architecture / Strategic Planning
- ◆ Marketing / New Product Implementation
- ◆ 20+ years Telecom Subject Matter Expertise

#### Telecom Industry Disciplines:

- ◆ Marketing / Business Planning
- ◆ Sales / Sales Operations & Training
- ◆ Finance / Decision Support
- ◆ Corporate Infrastructure

#### Telecom Market Experience:

	USA	CANADA	EUROPE	MIDDLE EAST
ILEC/RBOC/PPT	☒	☒	☒	
CLEC	☒			
IXC		☒		☒
CAP			☒	
CABLE	☒		☒	

#### Technology Experience:

- ◆ CO Switch Platforms: DMS-100, DMS-250, 4E, 5E, GTD5
- ◆ Operational Support Systems: LMOS, CAS, CALRS, CRIS
- ◆ Desktop Applications: MS Office, MS Project, Netscape, Lotus Notes, Visio, ABC FlowCharter
- ◆ Databases: Informix, DB2, MS Access
- ◆ Hardware Environments: IBM3090, VAX, UNIX
- ◆ Communications Protocols: TCP/IP
- ◆ Operating Systems: Windows, Mac/OS, MS-DOS

#### Academic and Industry Accreditation:

- ◆ Master of Arts, Carleton University, Ottawa, Canada, 1979
- ◆ Bachelor of Commerce, Carleton University, Ottawa, Canada, 1977
- ◆ Bachelor of Arts, Carleton University, Ottawa, Canada, 1976
- ◆ Member - American Marketing Association, Competitive Intelligence Association, Cable Television Association of Marketers