

ERIC D. BROWN

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Technology Executive & Leader

Strategy ~ Information Systems ~ Marketing

I am an accomplished Technology Executive, Consultant and Leader with more than 15 years experience leading large, cross-functional teams. My experience includes managing large geographically dispersed teams in areas such as marketing, information systems, Internet technology, project management, web development and social media. I have held profit and loss (P&L) responsibilities up to \$20 million and managed teams of up to 60 people located domestically and internationally. Other experiences and skills include:

- Technology Strategy
- Marketing
- Human Capital Management
- Software Development
- Project Management
- Information Technology
- Social Media
- Leadership
- Strategic Planning
- Web Strategy
- IT/Business Alignment
- International Experience

PROFESSIONAL EXPERIENCE**BOY SCOUTS OF AMERICA****AUGUST 2007 - PRESENT*****Digital Marketing Manager***

- Manage Social Media strategy and tactics for the Boy Scouts of America (BSA). Responsible for starting Twitter, Facebook and YouTube initiatives as well as internal BSA Social Network platform.
- Leading team responsible for developing new Web Technology and Marketing Strategy for the BSA.
- Leading project team responsible for implementation of Enterprise Content Management System (CMS) to manage over 300 websites.
- Leading initiatives to re-brand Boy Scouts of America web presence to provide much simpler website focused on delivering the BSA Marketing message and strategy.
- Lead project team responsible for redesigning internally developed software products. Manage software development lifecycle including requirements gathering, software development, testing, data migration and integration.
- Manage vendor relationships and projects. Found cost savings of over 35% per year.

CONSULTANT**MARCH 2007 – AUGUST 2007*****Client: Large IT Outsourcing Organization***

- Worked closely with sales team on multiple client proposals worth approximately \$200 million.
- Assisted with creation of a Project Management Office (PMO) within the Information Technology (IT) Outsourcing group. Developed methodologies, processes, statement of work and other project templates to be used with all new client projects
- Developed Project Portfolio Management processes. This new process was responsible for selecting projects that brought the most value to the organization and are on track to bring approximately \$5 million in additional revenue to the company.
- Developed on-boarding processes for new employees. This process included training new employee on processes and technologies used in the organization.
- Developed sales support processes to ensure all new sales initiatives received the appropriate level of focus and staffing.

Client: Small Technology & Software Startup

- Responsible for developing professional services processes and methodologies for implementation of litigation support software and hardware.
- Responsible for finalizing and delivering contract worth \$3 million within thirty days of starting with the company.
- Created Project Management documentation and standards for use in all projects.
- Responsible for Information Technology Strategy for all North American Operations.
- Managed implementation and development of enterprise web based software that provided electronic indexing, search, retrieval and storage systems for litigation departments of large corporations and law firms.
- Worked closely with development team to ensure client feedback implemented in product.
- Managed client relationships to ensure satisfaction with software and services.

SILICON VALLEY GROUP, RICHARDSON, TX**FEB 2005- MARCH 2007****Director – Technology Management**

- Responsible for projects that returned 30% profit margin on average and generated a significant portion of the annual revenue for the company over two years.
- Managed projects and consulting engagements for strategic consulting services group.
- Directed recruitment of consultants for intellectual property and patent infringement litigation.

BROWN CONSULTING GROUP, DALLAS, TX**SEPT 2004- FEB 2005****Owner/Consultant**

- Led project team responsible for divestiture of approximately \$50 million in network equipment, cellular sites and other equipment during consulting engagement to top-tier wireless telecom companies during merger activities.
- Led project responsible for saving approximately \$50K per year in IT spending by creating and managing the development of a mobile solution to allow field personnel to access corporate computer network via wireless real time communication.
- Provided consulting and project management services on \$10 million consulting engagement for the design of a third generation (3G) wireless system for a top-tier wireless carrier.
- Responsible for \$500K development project that provided web based reporting platform to interface with legacy telecommunications software.

MARCONI WIRELESS (MSI), RICHARDSON, TX**JULY 1999- SEPT 2004****Director of Technical Services (2002 – 2004)**

- Negotiated service contracts (SLA's) with clients and maintained P&L responsibility for approximately \$10 million in sales and services.
- Responsible for bringing approximately \$3 million in new business via business development and consultative sales with existing clients.
- Provided strategic direction and leadership for project management, technical support, training and implementation operations for company software products.
- Provided Product Management leadership for new and existing products.
- Led a team of 30 training and technical professionals across North and South America. The team was responsible for all training, training development, technology implementations, support and project management for company software products. This team was responsible for training over 3000 software users using face-to-face training methods and e-Learning methods.
- Improved service metrics by 20% by developing and implementing policies and procedures to improve service levels, create cost-effective operations and more efficient project management practices.

Manager, Technical Support (2000 to 2002)

- Responsible for managing the technical support team for all clients in North America.

- Responsible for Profit & Loss (P&L) for the technical support group. Budget consisted of approximately \$1 million per year.
- Team responsible for pre-sales and post-sales support of software and consulting services.
- Implemented processes to improve customer service ability and turn around time.
- Managed testing of new software products through the entire development lifecycle.

EXPERIENCE PRIOR TO 2000 AVAILABLE UPON REQUEST

EDUCATION

DAKOTA STATE UNIVERSITY, Madison SD (In progress)

Doctor of Science in Information Systems (D.Sc.), Expected Completion Date 2012

Specialization – Knowledge Management, Strategic use of Technology, Organizational Behavior

UNIVERSITY OF TEXAS AT DALLAS, Richardson, TX

Master of Business Administration (MBA), Specialization in MIS and Strategy, 2006

Research (in lieu of Thesis) – Strategic Project Management as a Competitive Advantage

OKLAHOMA STATE UNIVERSITY, Stillwater, OK

Master of Science in Electrical Engineering (MSEE) – Telecom & Information Systems, 1998

Research (in lieu of Thesis) – A comparison of CDMA and TDMA capacities

SOUTHWESTERN OKLAHOMA STATE UNIVERSITY, Weatherford, OK

Bachelor of Science in Engineering Physics, 1995

PUBLICATIONS

- Blog: Aligning Technology, Strategy & Execution– <http://ericbrown.com>
- Storytelling for Knowledge Management – Dakota State University Symposium – April 2009
- Project Management and the Stockholm Syndrome – University of Texas at Dallas 2nd Annual Project Management Symposium, 2008.
- Agile Project Management & Product Strategy: A case study – Agile Alliance - 2007
- Strategic Project Management as a Competitive Advantage. University of Texas at Dallas, 2006.
- Wireless Telecommunications - Past, Present & Future. University of Texas at Dallas, 2006.
- Implementing a High Performance Work System (HPWS). University of Texas at Dallas, 2006
- Planning for Expatriate Success. University of Texas at Dallas, 2005.
- The Strategic use of Human Resources. University of Texas at Dallas, 2005.
- Code Division Multiple Access (CDMA) User guide for Planet DMS Software. Marconi Wireless (MSI), 2000.
- A comparison of Code Division Multiple Access (CDMA) and Time Division Multiple Access (TDMA) capacities. Oklahoma State University, 1998.

PROFESSIONAL LICENSES AND AFFILIATIONS

Member, Institute of Electrical and Electronics Engineers (IEEE)

Member, Project Management Institute (PMI)

- Project Management Professional (PMP) Certified (#443899)
- Member – PMI Standard for Portfolio Management Second Edition Revision Team
- Member – PMI Information Technology (IT) & Telecommunications Special Interest Group
- Reviewer for Information Technology (IT) & Telecommunications Special Interest Group

Six Sigma Green Belt Certified