

Recently, I was asked what I love doing. I responded with, **"I love to change business by applying technology"**. That's it... 8 words that sum it up!

Most Recent: **Creator of "MyRideTrac" – released on iTunes/Google Play** 2016  
**Consulting – General Consulting** 2016  
**WernerCo - Consulting Executive - International Expansion** 2014 - 2015  
**Emerson – Project Management, IT – Divestitures**  
**American Utility Management – Chief Information Officer** 2011 – 2013  
Previous: **Rand McNally – Chief Technology Officer / SVP Operations** 1998 – 2009  
**Arby's Restaurants / Taco Bell Corp (PepsiCo)**  
Education: **MBA – Global Business / Hotchkiss Scholar, Co-Valedictorian** 2010 - 2013

I have been able to accomplish some very exciting, business-changing initiatives in very efficient timeframes by being creative and passionate and by **leading**.

- ❖ **Energized brand value** and changed customer perceptions with award-winning, industry-leading products such as "SCORE", "Advanced Analytics" and "RM Navigator"
- ❖ **Generated over \$100 million** in savings through innovative TCO & back office initiatives such as LEAN distribution, Sales Force Automation and ERP initiatives
- ❖ **Entrepreneurial spirit** – Large (fortune 50) and SME company experience. I help make small companies look big and big companies operate with the entrepreneurial energy of SMEs.
- ❖ **Diverse background** in public, private equity and private companies
- ❖ **International** experience –China / India / Ukraine / Manila / Australia / Vietnam
- ❖ **Large Scale Operations** distribution to over 50,000 retail locations
- ❖ **MBA Global Business – June 2013** – Hotchkiss Scholar / Co-Valedictorian
- ❖ **Proven** ability to think creatively, build and motivate dedicated teams that deliver results

## Levin's Enterprises & creativeStrategiesIT - Chicago, IL

2009 – Present

**President / Chief Business Development Officer / CIO / CTO /**

Most recent engagements :

**MyRideTrac – "Cool tools for Rideshare Drivers"** – World-wide release of "MyRideTrac" – Cool Tools for Rideshare Drivers. MyRideTrac helps Rideshare drivers (think UBER, Lyft, Sidecar) around the world capture and track their mileage and expenses for tax reporting purposes. Entrepreneurial effort that involves all aspects of business model development, application design, software engineering and app marketing... and, frankly, everything else that is required! Released on iTunes 2<sup>nd</sup> Quarter, 2016, on Google Play 4th Quarter 2016. Downloaded in over 20 countries.

**WernerCo** - World's largest manufacturer of climbing equipment. **2014 - 2015**  
Assisted with staff development and strategic planning for international expansion. Engagement included: Consulting with a great team to build an international infrastructure to support a brand new manufacturing plant in Vietnam, international Call Centers and international websites utilizing Amazon Web Services (AWS) and Content Management Systems to syndicate websites in Singapore for AP/ EMEA and the US for North America. Responsible for \$1 million+ in savings through renegotiation of contracts with strategic partners.

**Emerson Electric** – Global manufacturing and technology company. **2015**  
Assisted with IT project management for \$1.6 billion divestiture of Power Transmission Systems, a subsidiary. The project involved all applications and network infrastructure.

Levin's Enterprises and **creativeStrategiesIT** provide services specializing in strategy, technology & contract consultation. Leveraging years of experience building and managing best-cost solutions that drive revenue and enable companies to gain long-term competitive advantage.

Business Development for SCIGON Solutions, a start-up staffing and iPhone/Android software development company. Developing and nurturing relationships with some of the largest companies in the region. Customers include Harley Davidson, Chicago Mercantile Exchange and Navteq

## American Utility Management, Chicago, IL

**2011 – 2013**

### Chief Information Officer

Accountable and responsible for all platforms and innovation. Chartered with introducing new methods to enable AUM to grow and scale efficiently, while developing new products that changed customer perception of the company. Products operated as a SaaS platform for our customers.

Accomplishments include:

- Introduction of industry-first business intelligence products for the multifamily residential industry. **Results:** Changed the image of our business, drove customer retention and facilitated a 90%+ win rate for new customer contracts. Best in industry award recognition.
- Implemented private cloud platform for Business Intelligence products. **Results:** High availability with no capital investment. Winner 2012 industry innovation award
- Redesigned company website. **Results:** 100% increase in visibility for company
- Strengthened business systems. **Results:** Superior customer service, stability
- Introduced content management and SEO. **Results:** 1<sup>st</sup> page results for all targeted topics. Eliminated need to rely on technology geeks to change marketing messaging.
- Initiated internal process control – **Results:** From chaos comes organization.
- Initiated Agile development and **mentored a great team.**

## Rand McNally & Company, Chicago, IL

**1998 - 2009**

Defined, developed and successfully executed business and technology strategies for the company. Achieved goals of driving profitability in a declining print industry. Created efficiencies and generated turn-around revenues by developing new award-winning, profitable digital products. Accountable for all strategy, innovation, product development and back-office operations. Additional accountability for supply chain and distribution to set new direction and strategy for procurement and distribution. Managed 150+ team members.

**CIO / CTO, SVP Operations (2001 – 2009)**  
**Director / VP, Information SERVICES (1998 – 2001)**

- Initiated and successfully executed business strategies with initiatives in ERP, Sales Force Automation, Operations, Sales, CRM, Business Intelligence and more. **Results:** Generated **over \$100 million in savings and efficiencies.**

- Implemented lean manufacturing concepts and Supply Chain forecasting tools. **Results:** Reduction in inventory levels by over 70% within one year.
- Designed, implemented, integrated and operated technologies capable of supporting distribution and merchandising of over 50,000 retail locations.
- Integrated multiple acquisitions in less than 70 days
- Responsible for teams in China, India and the Ukraine
- Initiated and successfully executed technology and product strategies that resulted in millions in top-line revenues.
  - Developed award-winning web sites and products. **Results:** Digital sites and products under my responsibility grew to represent a significant portion of the company's revenue. Reduced costs of operating websites by more than 80%.
  - Championed and launched Rand McNally's award-winning wireless phone software line. **Results:** Number one branded maps/navigation software on AT&T, Sprint and Verizon.
  - **Awarded U.S. Patent 7,274,378 (CustomView Online).** Filed U.S. Patent applications 20070038367 (route system) and 20080249657 (greeting card system), 20100036599 (safest routing)
  - Led company's re-entry into the GPS navigation market. Led team through 45 day cycle and developed the first working prototype displayed at the Consumer Electronics Show. **Results:** Industry's first complete Truckers Navigation Device **Winner: "Best of Innovation" for CES 2010.**

### **Triarc Restaurant Group (Arby's Restaurants), Ft. Lauderdale, FL 1994 - 1997**

The franchisor of the Arby's restaurant system, which consists of more than 3,600 restaurants worldwide, and owner and operator of approximately 1,100 of those restaurants located in the United States

**Vice President, Information Technology (1996 – 1997)**  
**Director, Corporate Systems (1994 – 1996)**

- Defined new business processes. Directed \$17 million project involving the rollout and integration of new 3<sup>rd</sup> generation IBM POS, AS/400 and Hyperion decision support systems. **Results:** Rollout set new industry records for speed and quality and beat 1<sup>st</sup> year initial return estimates by over 25%.
- Successfully transformed a "support only" organization into a dynamic project oriented team.

### **Taco Bell Corporation (Pepsico), Irvine, CA 1987 - 1994**

Taco Bell Corp., a subsidiary of Yum! Brands, Inc., (NYSE: YUM), is the nation's leading Mexican-style quick service restaurant chain. Yum! resulted from a spin-off by Pepsico.

**Director, Information Technology (1992 – 1994)**  
**Senior Analyst, Information Technology (1990 – 1992)**  
**Supervisor, Call Center (1989 – 1990)**  
**Systems Analyst (1987 – 1989)**

- Managed new 15,000 sq ft. facility build for Taco Bell Accounting Services. Built new facility from scratch and established systems and connectivity with Irvine and Dallas data centers. **Results:** Reduction in operating expenses of over \$10 million.
- Responsible for the design and implementation of Taco Bell Help Desk to support a new back-office computer system roll-out to over 4,500 restaurants nationwide plus much more over 7 years.
- Designed and implemented planning system capable of supporting a multi-billion dollar company across multiple regions and countries. Ground-up and top down planning methodologies.

- Designed and implemented company's first user-controlled mainframe-to-PC/Apple decision support and data extraction platforms.

## Education

- ◆ Lake Forest Graduate School of Management, June 2013 – MBA, Global Business
- ◆ California State University, Northridge, BS Accounting
- ◆ MIT, Sloan School of Management Selected leadership courses

## Community

- ◆ Executive Board, Lake Forest Caucus, 2016-2017
- ◆ Ward Representative, Lake Forest Caucus, 2013-2015
- ◆ Judge, Lake County Fairgrounds, Arts & Culture – 4H Club 2015-2016
- ◆ Associate Producer – Lake Forest High School Talent show 2013-2014
- ◆ Assistant Boy Scout Leader Seems like ages ago

## Recognition

- ◆ 2013: Lake Forest Graduate School of Management Hotchkiss Scholar Recipient / Co-Valedictorian
- ◆ 2012/2014: Multi-housing News – Innovation Award Utility Management -- Benchmarking / Analytics
- ◆ 2010: CES Best of Innovation Award Rand McNally Truckers GPS
- ◆ Multiple Patents Awarded / Pending Online Mapping Engine / Electronic Greeting Cards

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## Areas of Expertise

Strategic Planning & Tactical Execution	P&L Management & Improvement	Multi-Functional Business Execution
Revitalizing Underperforming Businesses	Strategic Product Development	Location Based Services
Strategic Partner Development	Mobile & Web Product Development	Team Building & Leadership Expertise
B2B / B2C Ecommerce	Supply Chain, Distribution, Infrastructure	Back-office / Business Intelligence

Keywords: My career consultant recommended this keywords section. CTO, COO, Chief Technology Officer, Chief Information Officer, President, SVP, Senior Vice President Operations, Strategy, Total Cost of Ownership, TCO, Executive, leadership, merger & acquisition, M&A, China, International, SaaS, Service Oriented Architecture, Agile development, Software development, retail, consumer packaged goods, consumer products, Energy, Utilities, Utility, restaurant, publishing, technology, electronics, offshore development, wireless, e-commerce, high volume web site, supply chain, distribution, direct sales delivery, back office systems, accounting, facilities of course, MBA, Masters, manufacturing experience, sales force automation, supply chain, selling to retailers, Microsoft, large project management, CRM, Customer Relationship Management, excellent communication skills, excellent written skills, contract negotiations, innovative leadership, open communication, motivated, collaborative, cross-functional management, cross functional management, enthusiastic, high energy, self-starter, team builder, adaptable