

Keith Kasten

PRESIDENT / COO / GENERAL MANAGER / VICE PRESIDENT

Denver, CO - Email me on Indeed: [indeed.com/r/Keith-Kasten/5c0c963f7208b680](https://www.indeed.com/r/Keith-Kasten/5c0c963f7208b680)

Proven high-energy, inspirational and passionate executive leader experienced in the full spectrum from start-ups to mature operational transformations. Innovator and change agent with strong execution experience in all aspects of strategy, technology, finance and operations. Successful in the design, implementation and execution of processes and systems that build a thriving and winning culture.

Specialties: TECHNOLOGY LEADERSHIP | OPERATIONAL LEADERSHIP | PRODUCT MANAGEMENT | BUSINESS STRATEGY | PROCESS IMPROVEMENT | TEAM LEADERSHIP | BUSINESS DEVELOPMENT | FINANCIAL ANALYSIS & MANAGEMENT | MERGERS & ACQUISITIONS | START-UPS | TRANSFORMATIONS | TURNAROUNDS

Authorized to work in the US for any employer

WORK EXPERIENCE

Corp Vice President / General Manager

Hewlett-Packard - Denver, CO - August 2008 to Present

- * Responsibility for \$1.5B Business Process Division including CRM, HRO, F&A, Credit & Loan Servicing, Fulfillment & Logistics
- * CEO & Chairman of the Board for Wendover Financial Services, a wholly owned HP subsidiary
- * Generated 40%+ year over year profit margin improvement

Corp Vice President / General Manager • HEWLETT PACKARD (NYSE: HPQ & HPE), DENVER, COLORADO 2003-Present

Steve Heidt, BPO Division President, recruited me to EDS (now HP) to accelerate its transformation into a more competitive entity in the BPO marketplace. This entailed the installation of consistent service delivery process and methods across the globe. I have full

P&L responsibility for all BPO Service Delivery in the Americas and for all services delivered from BestShore locations including India.

- * Complete P&L responsibility for 50 locations / 10,000 employee \$1.5B BPO division including Business Development,

Executive Client Relationships, Quality, Training, Sales & Service Operations, Client Services, Management Development,

Communication & Recognition and Program Implementation.

- * Complete P&L responsibility for \$1B ITO Region which delivers services in 38 US states through 2,000 engineers located

primarily in datacenters and client airport locations. ITIL Service Delivery responsibilities include Mainframe and Midrange

hosting and storage services, Desktop workplace services and Network Operations.

- * Service offerings include Healthcare Eligibility & Claims, Tech Support, Customer Care, Check Processing, Remit Processing,

Mortgage Loan Servicing, Credit Services, Credit Card Processing, Demand Management & Product Logistics, Insurance

Services, Warranty Services, Document Creation & Content Management, HR Services, and Procurement Services.

* Member of M&A team which researched, selected and negotiated \$750M deal with Mphasis - an Indian outsourcer of Application and BPO services.

Vice President of Operations

Electronic Data Systems (EDS) - Denver, CO - April 2003 to August 2008

* Responsibility for \$1.0B IT Infrastructure Division supporting high profile clients: Sabre, American Airlines and United Airlines

Senior Vice President - Operations

PRECISION RESPONSE CORP. - A DIVISION OF USA INTERACTIVE - Fort Lauderdale, FL - January 2002 to April 2003

* Complete P&L responsibility for 12 center / 6,000 agent division including Business Development, Executive Client

Relationships, Quality, Training, Sales & Service Operations, Client Services, Management Development, Communication & Recognition and Program Implementation.

* Won \$12MM in new business from DirecTV 5 months after joining.

* Developed and implemented a new business operations model which increased management-to-agent ratios, redeployed

resources into revenue acquisition positions, removed 2 layers of managements between CEO and agents and increased

EBITDA by 30%.

* Implemented Management Development Program to increase skill level of supervisors and thereby increase management- to-agent ratio by 50%.

Senior Vice President - North American Operations

TELETECH HOLDINGS CORP - Denver, CO - July 1997 to July 2001

* Created vision and infrastructure to achieve \$550MM+ revenue plan with 13,000+ employees

* Built \$200MM+ division, TeleTech's largest, which was responsible for GTE/Verizon startup

* Client responsibility for Verizon, UPS, USPS, Allstate, Qwest, Covad, Gateway, TimeWarner, DirecTV, and Citibank

Chief Information Officer & Vice President - Sales & Service Operations

WESTEL, INC - Austin, TX - 1996 to 1997

■ Increased customer retention by 20% and saved almost \$5MM in annual revenues by leading the implementation of proactive customer satisfaction techniques as well as a philosophy of continuous improvement and management through measurement.

■ Revitalized the TeleSales acquisition channel by reengineering the entire department. Beginning with recruiting, continuing through training, data management, monitoring and coaching - the entire process was changed 180 degrees which has resulted in a 50% increase in new customer revenues. Since given this sales channel responsibility in December of '96, this channel has achieved its revenue goals for the first time in 2 years.

■ Led a cross-functional project team, which defined and implemented in 4 months the Operational Support Systems for MarCaTel Telecommunications de S.V., a joint venture between Westel and IXC Communications, and currently the #4 carrier in Mexico. This responsibility included requirement specifications and the contract negotiations with EDS, who provided the system integration support.

■ Led a cross-functional project team that defined and implemented the processes and procedures necessary to support Westel's entry into the local service market. This responsibility also included defining our products and marketing strategy, which we tested in April of 1997.

Executive Director

VERIZON / MCI COMMUNICATIONS INC - Austin, TX - 1983 to 1996

- Increased customer retention by 1% and saved at least \$100MM in annual revenues by leading the development of MCI's first Customer Marketing Data Warehouse providing Decision Support and Lead Generation capabilities. These efforts were accomplished and in production within 6 months while similar efforts by others had lasted more than 2 years and had yet to generate any revenues.
- Lead a company-wide team to exploit the uses of the Internet internally with the implementation of the network MCI Intranet that served as a company knowledgebase, recruiting tool and community meeting center.
- Created the concept of a new Online Sales & Service channel and after proposing the idea to senior executive management, was given the responsibility of implementing the first truly interactive acquisition and self-service World Wide Web site on the Internet. With approximately 40,000 hits per day, this site saves \$10 per service transaction and \$40 per customer acquisition.
- Recovered 16% in mainframe resources and \$125MM in related capital and operating expenses by directing a cross-functional team responsible for relocating a customer contact & event tracking system from an IBM mainframe environment to a client/server RISC platform as part of a business process reengineering plan.
- Added at least \$16MM to the annual bottom line after being assigned and solving one of MCI's long standing problems of tracking and saving customers who move with the implementation of a client/server system which proactively contacts these customers and transfers account service and history information.
- Consistently demonstrated effective leadership and encouraged team concepts with an organization of 70 decentralized and empowered professionals while meeting annual \$5MM operating and \$8MM capital budget targets.

EDUCATION

MBA in Business Administration

University of Texas - Austin, TX
1990

BS in Computer Information Systems & Business Administration

Trinity University - San Antonio, TX
January 1980 to May 1984

BS in Biology

Trinity University - San Antonio, TX
January 1980 to December 1983