ROD ECHOLS

Chief Technology Officer
Information Technology Executive

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Location: Atlanta, GA

Business Technology Executive
Focused on Innovation & Transformation

Strategic IT Planning ● IT Portfolio Management ● Solution Delivery ● IT/Network Operation ● Cloud Strategy and Delivery ● Emerging Technology Adoption ● Client Relationship ● Data and Analytics ● Budget Administration ● Team Building/Leadership Recruiting ● IT Governance ● Enterprise Architecture

QUALIFICATION SUMMARY

Strategic business technology executive offering a dynamic background with combined strengths in ROI-backed advances in organizational capability and performance while harnessing leading technologies to accomplish strategic goals of the business. Hold a professional reputation as "the go-to guy for business technology" and fiscally aware leader who motivates teams to top achievement and retains high-value IT talent.

PROFESSIONAL EXPERIENCE

ENTEK PARTNERS, LLC, Atlanta, Georgia 2018 - Present

VP / Chief Technology Officer **Health Care Division (Contract):** Hired to drive the Technology organization strategic planning, solution delivery, and operations – meeting aggressive goals to reduce product lifecycle innovation and generate cost savings that align to the company's new 5-year roadmap. Helm technical improvement supporting and enabling steady growth, while transforming the technology organization to a high-performance team. Launch robust infrastructures and champion cost-effective and feature-rich product architecture including eSignature, SMS, mobility, Artificial Intelligence, and cloud hosting.

Increased Revenue & Business Growth: Position the organization for strong sales and revenue results within 6 months of driving on-time and on-budget new features, assets, and benefits for the core health care services product. Instrumental in helping to win a large multi-year contract with a national hospice and palliative care provider resulting in national recognition as up and coming CRM technology solution for health care.

Optimized Infrastructure Solutions: Reduced annualized infrastructure cost by 27% through the development and execution of a cloud strategy to Amazon AWS and WAN/LAN modernization and cost optimization.

Advanced Vendor Relationship: Reduced and avoided technology investment cost more than 38% by fostering an effective vendor business relationship and renegotiating ongoing/legacy agreements with key technology partners such as Amazon, Twilio, Microsoft, PayPal, Google, and DocuSign.

CAROLINAS HEALTHCARE SYSTEM, INC, Charlotte, North Carolina 2015 — 2018

AVP / Chief Architect - Enterprise and Solution Architecture: Recruited by the CTO to provide top-level leadership and direction on technology strategy and planning for the overall IT environment while providing executive leadership within the IT Operations function to help optimize operating budget. The scope of strategy and planning included data center, network, infrastructure, data, application, and integration of a complex integrated environment. Responsible for creating the enterprise and solution architecture capabilities. Provided leadership for the successful planning and delivery of the following infrastructure and operations initiatives: Modernization & Re-architecture of Wide Area Network and Telephony Services; Strategic Plan and Delivery of Cloud Strategy

Optimize Annual Network/Telephony Cost Model: Created and delivered a 2.5 years accelerated WAN and Voice modernization strategy and roadmap positioning the company to expand nationwide. Optimized the OpEx spend by reducing it $12 million over 4-years. Provided $5 MM back to the company while investing $7 MM of the savings into re-architecting and modernizing the network and telephony systems.

Self-funded Cloud Strategy: Delivered and lead the execution of a 5-year Cloud Strategy and roadmap reflecting significant cost savings opportunity in excess of $30 million over the life of the roadmap of 10 years. First 2 years of the cloud strategy delivered an estimated $3.8 million in cost savings and avoidance in OpEx and CapEx spend which was utilized to reinvest into standardizing the existing data center infrastructure on VM Ware technology.

Reduced Cost of Hospital Operations: Delivered a 4-year strategy and roadmap to assist in reducing equipment lost, improve hand hygiene, and clinical workflow through the use of real-time location service (RTLS) technology. The plan identified $3 MM in real hard dollar savings initial year while $12 MM combination of hard and soft dollar savings over 4 year period.

Cost Elimination of Application Portfolio: Removed $1.5 MM in OpEx cost over 2 years through application rationalization effort by providing an offline application archive solution that allowed access to application data that no longer needed data updates within the clinical applications.

COX COMMUNICATION, INC, Atlanta, Georgia • 2010 – 2015

Director, Strategic Architecture: Hired by the CTO for the delivery of strategic architectures and roadmaps which ensures a healthy and valued technology investment plan. Partner with key technology and business stakeholders (i.e. product development, technology leadership, Cox Business Operation, engineering, CableLabs) to ensure that the application architecture is aligned with the strategic imperatives of Cox. Work with external vendor and service providers to influence the current or potential product roadmap.

Improved System Integration Capability: Delivered enterprise-wide SOA Integration Strategy with a focus on BSS/OSS and Video Service Delivery. This strategy and roadmap positioned Cox to move from traditional video delivery service toward a cloud-based video service to meet none traditional competition such as Netflix.

Early-Delivery/Under Budget Network Modernization: Led the strategy, planning and delivery of a new network for large scale convention centers in Las Vegas which included Location Services, Wi-Fi, WAN, and Security Services. The project was delivered 1 month early which led to project savings of $200,000+.

Cost Savings Application Rationalization: Identified $1.7 MM in cost savings by rationalizing the application and infrastructure portfolio.

Improved Product Investment Visibility: Led the development of the Cox Business end-to-end technology strategy and roadmap which allow Cox Business Executives to make key strategic investment decision to double revenue over a 5 year period to $20 MM. This also entailed modernization of back office application such as customer care and billing platforms and revamping the service assurance platforms.

VENTANA MEDICAL SYSTEMS, Tucson, Arizona • 2009 (4 month assignment)
Global provider of tissue diagnostic medical devices.

Management Consultant, Technology Strategic Planning: Facilitated and drove the delivery of creating a 5 year IT Strategic Roadmap. Worked with the CIO and IT Leadership to draft and present to senior business partners a strategic plan that reflected major IT programs and IT transformation initiatives. Additionally, help the IT organization create a fundamental Project Portfolio Planning and IT Governance process.

ROCHE PHARMACEUTICALS, Nutley, New Jersey • 2006 – 2009
Global provider of diagnostic and therapeutic consumer products and services with 65,000 employees.

Senior Director/Global Head, Informatics Commercial Operations: Command strategic technology initiatives and oversaw a global team of 45 to elevate organizational performance. Collaborate with cross-functional management teams to optimize IT resource allocation and drive governance activities to facilitate business practices. Work with Senior Management to develop short- and long-term strategic technology plans and roadmaps, orchestrate architectural execution, and drive complex technical projects through all stages through completion.

- **Centralized Shared Services:** Centralized IT strategic planning processes across all commercial operations affiliates by leveraging executive-level relationships across Europe, Latin America, and Asia to integrate financial and planning functions into the global organization. Established and led a global shared service center for ERP, CRM, and BI/Analytics Reporting.
- **Budget Management:** Maximized resources by expertly managing the annual operating and capital expenditure budgets totaling $230M (320 CHF).

Note: Additional career roles include Senior Manager Enterprise Architecture for Pfizer Pharmaceutical; Director Global IT and Strategic Planning; Director/Chief Architect for WebTone Technologies; Senior Program Manager for Turner Broadcasting System and Senior Project Manager for GE Capital. Details upon request.

EDUCATION

Executive Master of Business Administration • Columbia University • New York, New York
Bachelor of Science in Computer Science • Southern Polytechnic University, Atlanta, Georgia