Rob McMahon

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Summary

Over 25 years' experience as a CIO, Solutions Architect, Project Manager, Data Quality Program Manager, and Executive Advisor. This involved many small companies and also large global implementations with as many as 35,000 users, budgets over $4.2 million on a single project and total direct-budget of 14.5 million. Consistently working across multiple organizations, theaters, and time zones has brought a new level of experience, consistency, and success to my engagements. Winning ten awards for my career achievements and holding 18 of the industry's highest certifications, my approach to Risk Mitigation has delivered 17 consecutive engagements to production on time.

With significant experience at American Airlines, BT, General Electric and Oracle, I have held senior engagement roles assigned to large high-risk projects, empowered to rescue "Red Accounts", development of global strategy and implementation of my designs.

Certifications

US FAA Private Pilot (Airplane) #3884440
Project Management Professional (PMP) certified by PMI
Six Sigma Black Belt Certified by General Electric
Oracle Siebel Certified Consultant
Oracle Siebel Certified Business Analyst
Oracle Siebel Customer Certified Consultant
Oracle Siebel Customer Certified Business Analyst
Microsoft **C**ertified **S**ystems **E**ngineer plus (**+**) **I**nternet
Microsoft **C**ertified **D**atabase **A**dministrator
Microsoft **C**ertified **S**olutions **D**eveloper
Microsoft **C**ertified **P**rofessional plus (**+**) **I**nternet
Cisco **C**ertified **N**etwork **A**ssociate
IBM AS/400 Certified Associate System Operator (OS/400 v4r3)
IBM Certified Client Access Specialist
Novell **C**ertified **N**etware **E**ngineer (Netware 4.11)
Comptia **A+** Certified PC Technician
Comptia **N+** Certified Network Engineer

Education

- ❖ Masters of Business – MBA, Florida State University, [currently pursuing]
- ❖ Masters of Science – Computer Science, Florida State University, [currently pursuing]
- ❖ Bachelor of Science - Computer Science, Florida State University, 1998
- ❖ Associate of Arts - Computer Science, Florida State College at Jacksonville, 1996
- ❖ Associate of Science - Computer Network Engineering, Florida State College at Jacksonville, 1996

Military

120TH PERSONNEL SERVICES COMPANY, Saint Augustine, FL   6/96 - 10/98
Computerized Personnel Records Unit
Positions
Network Technician

UNITED STATES ARMY CORP OF ENGINEERS   1988 – 2003
Mos. 12b, Combat Engineer, Explosive Ordinance Disposal (EOD)

Professional Experience

2013 to Present: Silver Airways

Awards

CEO Excellence in Leadership *{Completion of New Orlando Tech. Ops Hangar}* Q2 2017

CIO, Vice President of Information Technology (IT), Call Centers, Facilities and Projects

As the CIO and part of the leadership team, Silver Airways was voted one of the Top 10 "Best US Airline for 2013" by Conde' Nast and "2013 Regional Airline of the Year". My first year was also a significant year for the technology department; our airline transitioned from a small United Airlines Express Carrier to an independent branded airline including codeshare with JetBlue and United Airlines. The underlying systems implemented were Sabre in Operations, Sabre Revenue & Planning, and Sabre Sales & Services including Reservations & Web (Sabre AirCenter, AirVision, SabreSonic CSS). We also implemented TRAX in Technical Operation & Maintenance for MRO. I transitioned the reservations call center to a new virtual call center at a savings of 1.8M/yr. I renegotiated and re-contracted 86 data & telephony circuits to save .8M/year and to a 100% Fiber WAN (retiring all copper circuits). Operationally as the leader of the Project Management Office (PMO) implemented Agile and leveraged it to deploy 173 projects on budget and on time including a new guest relations call center, pilot help desk, and airport help desk.   I deployed a new Active/Active Cisco VOIP phone system as part of stabilizing the airlines Operations Command Center (OCC). I implemented new Cloud-based Hosted Enterprise Applications thus virtualizing the Data Center functions in our secure MPLS network. All while increasing speeds, reducing cost, easing overhead and unifying the billing/payment. I set standards for wireless phones increasing our discounts from 8% to 22% while receiving $.1M in incentives for transitioning to one primary carrier. Standards were also set for Master Data Management, Systems of Record for all enterprise data, (17) SaaS applications including SalesForce.com, BMC Remedy, and full utilization of Microsoft Office 365 with SharePoint & Exchange/Outlook email. I established a data warehouse and business intelligence solution including historical data stored in a star-schema using Tableau BI producing a new level of predictive modeling for all areas operations. In commercial and sales made significant advances by implementing revenue management business analytics and responsive web design to increase our ability to respond to our customer and to better understand our customers. Operationally I took over and lead the facilities department for 3-years including being

the leader over the construction of the (2) aircraft hangers, (1) 87-head office building, the relocation and setup of the airline training academy for Pilots, InFlight and Dispatchers. In 2017, I was a key leader part of establishing new investors in Silver Airways, Versa Capital replacing Victory Park Capital. I was the leader in charge of the M&A migration of Seaborne Airlines into Silver Airways after the acquisition in 2017-18 including consolidation of all operations into one central headquarters & Tech Ops in San Juan, Puerto Rico. I have open/closed more than +40 airports stations across the US & Internationally including (9) Stations in Cuba, DR, (9) in the Bahamans, etc. I was one of the leaders involved in the acquisition of a brand new fleet of ATR aircraft for Silver Airways including taking delivery of 4 of 21 so far.

2010 to 2013: American Airlines

Director, Customer Solutions Group

As part of the Restructuring of American Airlines, we took AA.com and Customer Technology Group through a thorough modernization of its technical platform, logic structure, and how we more readily bring products to market on the AA.com website, Mobile Web and AA Mobile Apps including Data Governance, Web Analytics and Data Quality. We began a complete commitment to Analytics, Data Quality and the readiness of data while increasing our ability to adjust to our businesses needs using Agile project management with Test Driven Development (TDD), Test Driven Requirements (TDR), Business Process Modeling (BPMN / UML), Continuous Integration with AccuRev; we implemented a Zero Defect policy for anything moving into production and after SixSigma analysis we committed 15% of a development effort to refactoring technical debt. We implemented Rally and Quality Center as Agile tools. I lead the group in true Quality Assurance at the program level including user story writing, product ownership, unit testing, Modeling and test scripts. In 3 years, I lead 12 projects and brought 27 new products to market that produced $40 million/year. This included (78) 2-week iterations, 10 production releases and 398 accepted User Stories. I delivered these projects with a distributed offshore team including members in Argentina, Thailand, India, and China. The team included Java Development (J2EE), Spring, Front End Development (FED) in Java Script / HTML / Cascading Style Sheets (CSS), Java Bean, Siebel 8.12, Informatica Data Quality 8.6 (IDC), MS SQL 2012 Data Quality Services (DQS), CTI, Visual Design & User Experience experts, Quality Assurance across the entire life of the program and Agile Coaching. I implemented a number of new programs that fostered learning and excellence in each other while working toward greater evolutionary design and transparency with open communication. The primary business verticals were in eCommerce, Sales (customer data availability and quality of joined data), Customer Services, AAdmirals Club and Commercial Sales.

2006 to 2010: British Telecom

Practice Manager, Business Applications Solutions – Manufacturing & Automotive Solutions

With globalization a major part of our industry, I worked directly with client implementation groups. Rather than working on international projects from the US for a US-based company this position put me working hand-in-hand with some the most well know companies in the world on site, in their language with their customers. Companies like Renault-Nissan; where I worked in France with executives from their Service Division. We reduced total troubleshooting and service time by 212% in their 12 largest dealerships within 30 days on implementation. All project documents & communication was in French and the system was deployed in French, Spanish and

Mandarin. Working with AB Volvo in Sweden, Belgium, Korea, China, and the US, I leveraged fundamental Best Practices, core eBusiness processes to eliminate $1.2 million in annual expense, $6 million in Capital Expense Budget (14 high-profile projects), and recovered 12 permanent positions globally. Some of which was done by simply re-aligning strategic vision and setting tangible goals across different segments/regions. Other projects were very hands-on and I was on site through complete delivery. My goal was to provide permanent, measurable change with new levels of stakeholder ownership; all was completed while increasing actual system deployments by 445% in the first 6 months. With budgets, time and staff at an all-time restriction, my team focuses on real ROI felt on-the-ground directly by both internal and external customers.

2003 to 2006: General Electric

Awards

Peer-to-Peer Award *{from Commercial Finance Dept.}*	Q2 2005
CIO Management Award *{for ongoing Excellence in Leadership}*	Q1 2005
IT Management Award *{for writing Business Architecture Roadmap}*	Q3 2004
Caught in the Act Award *{for Small Departmental Organizational Projects}*	Q2 2004
Caught in the Act Award *{for Stop-Gap Projects}*	Q1 2004

IT Program Manager – Business Application Delivery

As an IT Program Manager, I worked cross-functionally to redefine how several GE businesses approach relationship development and their use of CRM focusing mainly on the redefinition of Sales and Customer Service business processes. Using Six Sigma (6σ) and LEAN, I led the redesign of these business processes to focus more on outward-facing delivery and proper support of all customer touch points. After establishing a global GE Center of Excellence (CoE) for Siebel and hiring key resources, I established an 80% offshore leverage model that once implemented delivered 4 million dollars in cost out and 110% improvement in help desk customer satisfaction within 60 days. In one six month period my team implemented 47 projects into production that delivered 167 user-requested enhancements {these enhancement requests had been open for as long a two years}. One of my Multi-generational plans we are currently implementing will remove 106 touch points and provides a 300% improvement in the number of deals that are automatically approved. It will also reduce the average deal-cycle time from 29 days to 6 days. Along with providing advanced functionality like new Customer ePortals and a remarketing eAuction site, we also did not loss focus on the basics. We upgraded two Siebel instances from v6 to v7.8, decommissioned one Siebel Call Center implementation, and redeployed two Siebel instances to reduce our level-of-customization from 43% to 9%. While still having 9% customization, I negotiated with Siebel Professional Services to guarantee direct-path upgrade on their solution. My annual Expense budget is 2.5 Million and average annual Capital Expense budget of 12 Million. My staff includes 10 permanent employees (10 domestic & 3 offshore), 16 consultants providing application support, and ~45 consultants working on capital projects.

<u>2000 to 2003: Oracle - Siebel Systems</u>

Awards

Global Services Excellence Award {*Cisco Systems Project*)   Q2 2003

Tom Siebel 1% Club Award {*Overall Job Performance*}   Q2 2002

Global Services Excellence Award {*Compaq "Red Account" Recovery*}   Q1 2002

Engagement Manager, Customer Implementations

Engineered and managed the implementation and delivery of numerous Siebel-centralized projects. Interfaced with Customer Executives and Project Managers to ensure the solutions provide both the intended business and technical benefits. Some Clients included:

- <u>Cisco Systems</u> {*Networking Hardware*}: (Siebel 7.5) A highly automated Siebel ERM Helpdesk 7.5.2 thin-client web-based Global Help Desk application deployed on a single US-based hardware instance supporting 35,000 total users and 1000 concurrent users. This project included two major interfaces (bi-directional near-real-time interface with Remedy, unidirectional interfaces with Peoplesoft) and one initial data load (Batch interface from legacy Case Tracker system). Role as the full life-cycle Engagement Manager for this project with line management of 21 Consultants and an overall budget of $1.2 Million. Received the Project Management Office - Excellence Award for this project.
- <u>Hewlett Packard/Compaq</u> {*Personal Computer Hardware*}: (Siebel 7.0) Five separate projects managed as one Engagement to combine the functionality of 35 different point solutions that supported both companies global partner services. This implementation supports 350,000 partners with 15,000 concurrent users through a highly customized and automated Internet-facing Thin-client web interface using a highly customized Siebel 7.0 SmartScripting decision tree. I took over this project as a Siebel 6.1 "Red Account", brought it back to green and delivered that phase along with 3 other full life-cycle phases through Siebel 7.0 on time. Role as the full life-cycle Engagement Manager for these 4 projects with a combined budget of $4.4 Million and utilizing over 50 Consultants. Received the Global Services Excellence Award and the Tom Siebel 1% Club Award for this engagement.
- <u>Alltel Residential Lending</u> {*B2B Residential Mortgage Brokering*}: (Siebel 6.2) Alltel Residential Lending manages and back-end processes 90% of all residential mortgage loans in the US. As the first of its kind, Siebel and Alltel joined together in this engagement to create a Siebel 6.2 HTML Thin-client eBusiness solution Base Product which would be offered to Alltel's large customer base as an alternative to their antiquated main-frame system. This full life-cycle project required base product support for both Application Service Provider (ASP) Lease/Hosting for smaller clients and a Client-site System-of-Record configuration with a remote real-time interface back to the brokering service for larger clients; both configurations needed to support CTI. The solution is scalable to the user base of any client. Role as the full life-cycle Program Manager, the budget for the initial base product development phase was $4.3 Million with 35 Consultants directly reporting.
- <u>Alltel Communications</u> {*Mobile Phone Services, Internet Services, Phone Card Provider*}: (Siebel 7.0) First implementation within Alltel Communication to implement Siebel as it's

global solution for CRM, SFA, and PRM. Using Siebel eCommunications 7.0, this first phase was an internal help desk solution to support Mobile Phone Retail locations, Internet Support locations, and Land-line Phone Card Support locations consisting of 5000 users with 1500 concurrent users. The budget for this project was $800,000 with line management of 12 Consultants. Role as the full life-cycle Project Manager on this project and as an Executive Advisor on a second Siebel 7 "Point-of-Sale" implementation that was led by Accenture.

- Wyndham Hotels International: (Siebel 7.5) Wyndham Hotels promotes internal sales lead generation by providing cash rewards to employees for these leads. This project provided the first move within Wyndham to utilize Siebel 7 to automate their sales force as well as their CRM. Role as the full life-cycle Project Manager with a budget of $600,000 and utilizing 7 Consultants.

- Citi Financial {*Fleet Leasing Services*}: (Siebel 7.0) As a Fleet Leasing financer, this implementation brought all needed services and automation into one combined system-of-record with interfaces to 4 external systems. This implementation focused mainly on Sales Force Automation and customer support. Role as an Executive Advisor in validating Scope, High-level Gap Analysis, and Return on Investment for the first phase, the budget was $450,000 and leveraged 6 direct reports.

- Wal-Mart: (Siebel 7.0) A highly automated implementation of Siebel Call Center 7.5 to support after purchases CRM. Role as an Executive Advisor focused mainly on assessing Risk and validating Scope pre-phase one. Budget of $470,000 and line management of 5 Consultants.

- Nokia {*Mobile Services Provider*}: (Siebel 7.0) A highly automated deployment of several Siebel Applications for SFA and CRM management. Role as an Executive Advisor and Project Manager for development of a prototype and Proof-of-concept environment with a budget of $520,000 and 12 Consultants reporting.

- Bank of America {*Private Banking Division*): (Siebel 6.2) Provided a solution that met all business and technical needs for the Private Banking Division of Bank of America. This implementation was focused around the Automation of the Sales force that supports the Banks private Customers with assets >$1 Million. Role as an Executive Advisor and Project Manager for development of a Proof-of-concept deployment with a budget of $480,000 and 7 direct report Consultants.

- PentaSafe {*Data Security Technology Company*}: (Siebel 6.0) PentaSafe implemented Siebel Mid-market 6.2 to support their small Sales call center.   Role as the full life-cycle Project Manager, the budget of $640,000 with 12 Consultants directly reporting.

1998 to 2000: Dean Foods

Awards

CIO Excellence Award	Q2 2000
Successful Implementation Award	Q1 1999

IT Director, ESL Division

Working as the IT Director of the ESL Division of Dean Foods, I engineered and managed 14

locations through the Middle and Eastern United States. During my three years at Dean, I designed and implemented the Enterprise applications that are supporting the division to this day. Applications like JD Edwards and Lawson Payroll being used along with ASCTrac for Inventory Tracking, load management, and accounting. Along with these implementations I also designed and implemented the Data, Voice, and Video over IP network infrastructure throughout my division. My group was the first within the Dean Foods to take on this challenge, and my design has worked so well that Dean has brought me back since to consult within other divisions and during their acquisition by Morningstar Dairy.

1997 TO 1998: Mayo Clinic – Jacksonville, FL

Director of Technical Support
Technical Support - Manager

1996 TO 1997: Jacksonville Computer Solutions – Jacksonville, FL

Director, Technical Operations

1995 TO 1996: JaxNet - Jacksonville, FL

Network Support and Project Manager

1994 TO 1996: America Online - Jacksonville, FL

Technical Support