Michael A. Birdsong

Tampa, FL 33626   mike.birdsong@gmail.com   (813) 444-8653

EXECUTIVE SUMMARY: CHIEF INFORMATION OFFICER - CIO

Information Technology Operations senior executive with strong strategic planning and tactical execution capabilities, focused on growth, profitability and performance; A visionary leader and innovator with over 20 years of experience in multiple industries, including 15 years of executive-level national and global Operations, Managed Services, Solutions Delivery and Digital Transformation.

STRENGTHS:

- Visionary, People-Centric Leader, Mentor and Motivator
- Cores: Integrity/Transparency/Innovation/Empowerment
- Client Development/Acquisition and Retention/Negotiations
- Global Leadership/Talent Acquisition and Development
- Business Operations/Transformation/Growth Strategy
- P/L and Budgets/Financial Trends/Risk Management
- Data Centers/Infrastructure/Cloud/Managed Services
- Management of Revenue-based SLAs and KPIs
- Cyber Security/Identity and Access Management
- Global Marketing/Business Development
- Vendor Management/Procurement/Contracts
- Systems and Software Development Life Cycles
- Global Program/Project Management Offices
- National Mergers and Acquisitions Management

PROFESSIONAL EXPERIENCE:

GREYSTONE BROKERAGE & DEVELOPMENT, Nashville, TN   *July 2014 - Present*
National Commercial Real Estate Firm specializing in Development/Consulting/Brokerage Services
<u>**Chief Information Officer**</u> – Tampa, FL

Key member of the senior executive leadership team, leading Technology Operations in support of corporate headquarters and national projects, overseeing development of leading-edge cloud-based software products, platforms and solutions.

- Business Development/Define client requirements for successful rollout of technology solutions in support of new and existing national real estate development/facilities projects in alignment with clients' business strategy.
- Establish and manage the organization's $MM technology capital and operating budgets, infrastructure and resources (corporate and project-related).
- Establish and manage technology operations procedures, processes and documentation.
- Drive Digital Transformation initiatives, establishing Digital Workplace program for employees and external clients.
- Hire, develop and manage local and outsourced technology/development teams; Digital Transformation of manual Project Management by outsourcing development of national Client Project Portal in support of Fortune-500 client requirements.
- Oversee migration to and management of public cloud-based infrastructure, technology-related client and vendor relationships and contracts. Manage facilities technology requirements proposals, contracts and implementations.
- Led development of all technology SLAs and protocols, ensuring compliance with Fortune-500 clients.
- Serve as Chief Information Security Officer, ensuring that all technology-related security and regulatory requirements are met and all data, intellectual property and systems are secure.

HEALTH CHOICE NETWORK, INC, Miami, FL   *June 2011 – July 2014*
Holding company for a $40M National Business Process Outsourcing/Cloud-Managed Services Integrator, a $1Billion+ HMO Insurance Company and an Accountable Care Organization Start-up
<u>**Chief Information Officer**</u> – Miami, FL

Member of the senior executive leadership teams and Trusted Advisor for 3 Health Choice companies, providing a full line of multi-tenant CIO (Cloud/*IaaS (Infrastructure as a Service)/SaaS (Software as a Service/PaaS (Platform as a Service))* and CFO (Central Accounting/Revenue Cycle Management/Claims Processing) Services in support of Health Choice companies and 45 clients across 15 states (200+ physical locations/9000+ employees with patient base of over 1 million).

- Established the companies' and clients' technical vision and led all aspects of operational and technological development, while providing leadership to department heads in a fashion that supported the companies' and centers' culture, mission and values.
- Had full P/L responsibility for CIO Services ($30M), exceeding all revenue-based SLAs and KPIs, successfully improving upon previous 24/7/365 Network Operations availability of 97% to 99.99% and client satisfaction rate from 54% to 94% by overseeing implementation of new infrastructure, and virtualization and upgrades/stability improvements to existing

infrastructure, supporting 3 EHR platforms and all back-office functions, resulting in 100% revenue attainment, transforming HCN's Services business lines into a more successful, client/patient-focused enterprise.

- Championed stakeholders' buy-in and the implementation of two new EHR platforms, resulting in a 20% increase in HCN revenue, as well as new lines of business and additional revenue for clients.
- Managed daily operations, directing strategic planning, Finance/capital and operating budget management and Human Resources/Workforce Planning to fund operations, maximize investments, and increase efficiency.
- Led, developed and mentored a highly skilled, culturally diverse team of 150 (7 executive direct reports), consisting of Network Operations/Cyber Security (CTO), Technical and Application Call Centers, Product Development/Business Intelligence, Clinical Operations, Implementation & Training Services and the Project Management Office (PMO).
- Drove Digital Transformation initiatives, establishing Digital Workplace platform throughout the US.
- Developed and managed executive dashboards and other reporting tools for tracking business performance, client services, financials/revenues and business development opportunities. Developed and presented C-level financial/program reports and presentations to all Stakeholders, Boards and Committees.
- Responsible for below-average staff attrition rate of 4% for CIO Services staff (Miami average is 9.5%) by motivating staff, driving innovation and promoting a new, positive people-centric culture.
- Served as Chief Information Security Officer (CISO), providing clients with essential tools/support required to ensure data security (PHI) and regulatory compliance. Championed Cyber Security, Business Continuity and Disaster Recovery initiatives for Health Choice companies and all client sites, also leveraging ISO 27000, SOC-2, ITIL and PMI standards to ensure quality services management and security of all company and client data, intellectual property and systems.
- Managed top-tier vendor relationships and contract negotiations.
- Managed technology and operational aspects of client acquisitions and infrastructure mergers on a national basis.
- Established/chaired national IT Committee in support of technology initiatives for HCN companies and clients.

GENESIS NETWORKS, INC., San Antonio, TX   *August 2010 – June 2011*
$1B Fastest Growing Global Logistics/Managed Services Provider for the Telecommunications Industry
Vice President, Technology Operations – Memphis, TN

Member of Genesis's executive leadership team, driving the vision and strategic development for the organization's IT solutions in support of business operations to improve cost effectiveness, service quality, and infrastructure reliability.

- Responsible for all aspects of the organization's Information Technology platforms and systems - including Data Centers/Infrastructure, Application Development, Delivery and Support, Business Intelligence and Reporting, Telecommunications, Security, Call Center and Disaster Recovery/Business Continuity.
- Served as a catalyst for growth with responsibility for developing and implementing IT solutions and programs that accelerated base business growth, enabled new sales, and grew consumer demand through increased focus on both infrastructure support and client-enabling technology solutions. Functioned as trusted advisor for the Sales and Services teams, partners and clients.
- Established corporation's first technology strategic plan, IT budget ($8M), processes, procedures and documentation.
- Hired, managed and mentored new IT Director, Systems Administrators, Systems Developers and Network Engineers to ensure infrastructure was properly maintained and all revenue-based client SLAs were exceeded, ensuring 99.99% systems availability while company ramped up from Start-up to $1B/year in revenues.
- Responsible for corporate-wide implementations, customizations, maintenance/upgrades and support for Network Operations Centers (primary and colocation), LAN/WAN infrastructure (Microsoft/Cisco/Palo Alto), Cisco voice systems
- Managed CRM/EDI/WMS/ERP systems implementations (Salesforce, including Service Cloud and Sales Cloud), ensuing that platforms were aligned with strategic business requirements.

PASSLOGIX, INC. (Acquired and closed by Oracle), New York, NY   *April 2007 – January 2010*
World Leader in Identity and Access Management (IAM) Solutions – Cyber Security Software & Services
Global Director, Professional Services & Training – New York, NY

Key member of start-up management team, fully responsible for the establishment, development and success of the global Professional Services (Implementations) business unit, including P/L, budgets, pricing and accounting responsibilities.

- Established, developed and managed a world-class global Professional Services (product implementation) business unit including a formal Project Management Office, resulting in an increase in annual company revenues of approximately 30%, or $18M (on track for 50% at year 5), transforming Passlogix into a global Software *and* Services company.
- Accountable for global staff management (Americas, Europe, Middle East, Asia and Asia Pacific) of Technical Program Managers (PMO), Implementation Engineers, Training Director and offshore contractors (~175), including hiring, career development, retention and contracts; Developed all policies, procedures, documentation and best practice methodologies to ensure successful Services/Training engagements, always exceeding client expectations.

- Managed relationships with executive and middle management of VAR partners including IBM, Oracle, RSA and BMC, providing Professional Services for OEM engagements.
- Managed contract negotiations, created Statements of Work, Subcontracting Agreements, Professional Services Agreements and Non-Disclosure Agreements for clients, partners and subcontractors. Managed all offshore product development initiatives; Accountable for all revenue tracking and recognition.
- Led Marketing and Business Development efforts for the Professional Services business unit, including development of new Professional Services reseller/implementation partnerships on a global scale for the Americas, Europe, Middle East, Asia and Asia Pacific regions, resulting in significant revenue generation for both Passlogix and its partners; Developed and managed global Professional Services Partner Certification program, ensuring appropriate product training and project management skills met or exceeded Passlogix and client requirements.
- Responsible for 100% client satisfaction and project sign-off track record since department's inception in April 2007, ensuring a reference-able client base, repeat business and a reduction in support calls by 85% for clients that engaged with Professional Services, resulting in considerable cost savings for Passlogix and the client. Multi-million-dollar implementation projects included Walmart, Publix, Sears, Fujitsu, Royal Bank of Scotland and HSBC Bank.
- Created and maintained Sales and Marketing tools, engaging with Global Sales teams to promote and sell Professional Services, ensuring revenue quotas were met and exceeded. Functioned as trusted advisor for the Sales teams, VARs, partners and clients.

ACS/XEROX HEALTHCARE SOLUTIONS, Dearborn, MI   *February 2004 – April 2007*
Fortune-500 $20B+ Information Technology/Cloud-Managed Services/Business Process Outsourcing Corporation
Technical Services Director – Panama City, FL

Member of outsourced IT senior management team and steering committee, responsible for organization's technology direction and initiatives, overseeing Technology operational and strategic planning, including business requirements in collaboration with Regional Chief Information Officers, client hospitals' executive management teams and appropriate departmental managers and directors to develop and maintain technology plans that supported clients' strategic initiatives.

- Developed and communicated business/technology alignment plans to senior management teams.
- Improved upon and maintained revenue-based multi-tenant Cloud/hosted systems uptime Service Level Agreements (SLAs) from 88% to 99.99% for multiple hospital systems and 24/7/365 highly available Data Centers; Improved upon revenue-based client satisfaction SLAs from 86% to 95%, resulting in 100% revenue recognition for the company.
- Developed, tracked and successfully managed $MM technology related budgets.
- Defined requirements for new technology solutions and communicated them to key business stakeholders, including McKesson Electronic Health Record (EHR) systems/Oracle platforms, Single Sign-On (Access and Identity Management) solutions, and new Network Operations Centers and related infrastructure (Microsoft/VMWare/Citrix/Cisco).
- Managed technology aspect of client acquisitions and infrastructure mergers on a national basis.
- Responsible for recruitment, development and retention of staff in accordance with strategic business objectives.
- Analyzed and improved upon technology and security standards throughout the organization to maintain a secure technological and competitive edge within the market.
- Managed initiatives in support of security and regulatory compliance (HIPAA/PCI/SOX); Revamped all data security and service delivery policies and standards, and successfully passed in-depth audits for HIPAA, SOX and passed ISO 20000 certification requirements.

Professional experience prior to February 2004 – Available upon request.

EDUCATION:

UNIVERSITY OF PHOENIX, Miami, FL (Online)   *Anticipated 2019*
Bachelor of Science in Business Administration

STUDER GROUP, Miami, FL   *June 2011 - July 2014*
Evidence-Based Leadership Program

SOCIAL NETWORKING:

LINKEDIN PROFILE, US   *November 2007 - Present*
http://www.linkedin.com/in/mikebirdsong