**KEN SCHOFIELD**

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# Career Objective

### IT Director – Vice President IT – Chief Information Officer (CIO) – Executive Professional

Seek an executive IT position in a progressive company, contributing business value by developing and executing a strategic, long-term vision, while leading the organization to achieve measurable business results and growth. Utilize my Accounting, IT and Operations experience to transform an “as-is” organization into a “to-be” market and industry leader.

# Track Record of Success

Developed and initiated a retail roll-up strategy of Independent Bicycle Dealers in the US. Lead the acquisition and integration of 14 stores and the opening of 3 new locations in the first year of operation. Established company-wide WAN utilizing Cisco routers to support internal POS system and internal telephone systems.

25 years management and IT experience consistently contributing to enterprise growth, through effective development and implementation of IT systems and software. For example, as the CIO of a JCAHO accredited, publicly traded company with 700+ employees, and 200+ company-owned, retail hearing healthcare clinics, my team and I fully integrated 45 newly acquired clinics in less than 3 months.

Successfully planned and established a 30-seat national call center handling 10,000+ calls per day while simultaneously developing VOIP technology and CTI support systems designed to satisfy the needs of a growing 24/7 organization. Consequently, within 6 months, implemented a company-wide WAN reducing telco costs by 20%. In addition, initiated a fully integrated, in-house, hardware and systems maintenance program that achieved cost-reductions in excess of 70% annually.



# Career Background

**RENO DEALERSHIP GROUP,** *Reno, NV* **2016 - 2019**

Privately owned group of Automotive Dealerships (Cadillac, Buick, GMC, Ford, Hyundai, Mercedes)

## Director of Information Systems

* Support VOIP telephone system (Avaya IP Office), MS Server 2016, Active Directory, MS Exchange, LAN, WAN, VPN, Wi-Fi, and desktop support.
* Designed and installed 24hr video surveillance system with over 95 cameras.
* Implemented store-wide Dealer Management System to manage Service, Parts, Sales, and Accounting.
* Manage web content and creation, ecommerce strategy, social media activities, and all digital advertising.

**OSMAN PAGE, LLC,** *Palm Beach County, FL* **2014 - 2016**

Provider of back-office Hosted Accounting & IT services.

## Vice President of Operations and IT Support

* Support client networks and IP Telephony, improve operational efficiencies, and streamline IT support.
* Strategize, design and implement client IT architecture to help drive business and improve efficiencies.
* Initiated a number of strategic marketing campaigns and business development opportunities.
* Built relationships with current and prospective clients to identify their needs, negotiate fees and implement service level agreements.
* Provided IT support and system recommendations as requested by clients.

**BIKESTREET USA, INC,** *West Palm Beach, FL*  **2010 - 2014**

Privately owned, start-up of 17 Bicycle Dealer locations. Grew from concept to 17 locations and 71 employees in less than one year. Managed all day-to-day operations and led technology development as well as the acquisition strategy.

## Founder/Chief Information Officer

* Developed and implemented company IT and cloud-based enterprise financial systems including Cisco Call Manager, Web, E-Commerce applications and Windows 365.
* Identified, negotiated, closed and integrated 14 acquisitions and 3 new opening locations in less than one year.
* Installed company-wide VPN and implemented integrated POS, accounting, and inventory systems to manage business and identify potential improvement opportunities.
* Developed an integrated E-Commerce solution to utilize multi-location distribution.

**FOR LIFE PRODUCTS, INC,** *Miramar, FL*  **2008 - 2010**

Privately owned, retail floor and auto care distribution company (primary supplier to Home Depot, Walmart, Canadian Tire and other major retailers). Lead and managed Information systems, a 24/7 call center, customer service,

and warehouse teams.

**Director of Information Systems and Operations**

* Built & expanded inbound call center, customer service, and product merchandising teams from the ground up.
* Developed and managed E-Commerce system to accommodate national Direct Response Television campaigns. Maintained and supported Sage accounting application and EDI connections to major vendors.
* Designed and implemented an inbound/outbound call center system utilizing Cisco routers and switches, Cisco CAll Manager, Cisco Unified Messaging and CTI Telephony.
* Lead Operations and logistics for 100,000+ foot warehouse for distribution of consumer-packaged goods (CPG) to Home Depot, Walmart, Pep Boys, online customers and other national retailers.

**HEARUSA, INC,** *West Palm Beach, FL*  **1997 - 2007**

Publicly-owned health care company (third largest provider of hearing care in U.S. market) comprised of 1,600 affiliated hearing care providers, and 220+ company owned clinics.

## Chief Operating Officer (2002-2007)

P&L responsibility for 3 revenue generating business units comprising company clinics, network of affiliated providers, and online e-tail shop. Additionally, led and managed 12 regional management teams throughout the U.S. and the Providence of Ontario, Canada:

* Approved and implemented over $75 million in acquisitions through the procurement of 100+ privately-owned hearing clinics. Consequently, company revenue expanded from $50 million to over $150 million in 3 years.
* Implemented an on-going cost reduction program that realized savings of $4 million per annum.
* Initiated incentive programs, which proved instrumental in increasing top-line revenue by over 11%.

## CIO (1997-2002)

Primary duties focused on managing the Company’s information systems with a staff of 15-20 technical professionals, while fully complying with Sarbanes Oxley (Section 404), and Risk Management Principles:

* Established in 6 months a 30-seat call center supporting 200 remote clinics by utilizing VOIP technology coupled with integrated Frame Relay WAN network design.
* Developed in 18 months an in-house clinic management system (POS), including an appointment scheduler, electronic medical record, and transaction invoicing

**SWIFT NEWSPAPERS,** *Reno, NV*  **1991 - 1997**

Privately held group of 30+ community newspapers located in Colorado, Nebraska, Nevada, California, and Oregon.

## Director of IT (1994 - 1997), Accountant/Business Manager (1991 - 1994)

* Responsible for managing all aspects of information systems, including hardware/software maintenance and support, including the implementation of the Company’s first e-mail and Web-based systems.
* Directed all aspects of technical network maintenance for the publishing firm throughout the United States.
* Duties included reconciling monthly general ledger and overseeing account payables and receivables and all aspects of billing functions.



# Executive Leadership Competencies

**Personal:** multi-tasking, problem-solving, organization, written & oral communication, relationship building, bilingual: English/Spanish

**Computer:** Microsoft Office Suite, Active Directory, Exchange, Azure, MS Access, MapPoint, Windows (PC and 2016 Server), Macintosh, Cisco iOS, Cisco Call Manager and Avaya IP Office (VoIP Telephony), Cisco Unified Messaging, Network Architecture (LAN/WAN/WIFI), Unix/Linux, Mainframe Systems AS400, IBM System 36 & 38, Visual basic/FoxPro, C++/.net, Progress 4GL, Web Development (java, php, Perl), Wi-Fi/fiber/cat 5/coax Networks, Software Development

**Professional: St**rategic IT Planning, Budget Management, Business Intelligence, P&L Management, Acquisitions and IT Integration, Contract Negotiations, Project Management, e-commerce, Business Analysis, Business Development, Vendor Management, Performance Improvement, IT Service Management, Enterprise Architecture



**Academic Preparation**

**University of Nevada,** Reno, Nevada – 1989 (**Bachelor of Science, Accounting/CIS)**