# Frank W. Crusing

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## Expert in Management Engineering | Organizational Transformation | IT Strategy

Accomplished leader with a proven track record in optimizing underperforming organizations, driving efficiency through strategic planning, and leveraging cutting-edge IT solutions. Over 20 years of experience in diverse industries including federal and state government, manufacturing, utilities, and retail. Expertise includes downsizing operations, implementing AI-driven solutions, and delivering organizational turnarounds with measurable results.

## Core Competencies

Organizational Turnarounds & Downsizing  
Management Engineering & Efficiency Optimization  
AI in Government Accounting & Data Analytics  
Cloud Strategy & IT Infrastructure  
Strategic Planning & High-Performance Team Building  
P&L/Budget Management & Cost Control  
Business Intelligence & Predictive Analytics  
Global Program Management & Leadership

## Key Achievements

Transformed a failing technology company, securing $14M in investment funding and turning it into a market leader.  
Led a federal consulting region to profitability within one quarter, surpassing annual revenue goals in six months.  
Developed AI-powered analytics solutions for predictive maintenance and efficiency optimization in critical sectors.  
Managed the first full datacenter migration to the cloud for a major client, positioning it as a flagship success for Oracle.  
Implemented turnaround strategies for poorly performing organizations, delivering high-impact solutions under tight deadlines.  
Developing blockchain-based identification systems, integrating advanced cryptographic protocols and decentralized finance models.

Held Top Secret/SCI clearance

## Professional Experience Highlights

Owner – MyDP3 (My Digital Personal Privacy Protection) LLC (2023-Present)

### Developing Web3 Decentralized Identification (DiD) solution that protects a person’s identity while still providing their rights based on citizenship, and monetizing personal information when authorized for release

* Implemented various Blockchain architectures to support DiD platform

### Enterprise Architect Principal – Capgemini USA (2021–2023)

- Designed Oracle Cloud migration strategies for legacy systems, focusing on cost efficiency and performance.  
- Led initiatives at Oracle Cloud World and managed high-impact datacenter migrations.

### Sales Leader, Oracle Cloud Consulting – Oracle Corporation (2015–2021)

- Oversaw $22M in annual consulting sales, achieving 108% of targets.  
- Sold the largest cloud consulting deal in Americas, valued at $16.8M.

### Big Data Sales Leader – CSC Corporation (2013–2015)

- Created AI-driven analytics platforms for global clients, optimizing operations and reducing costs.  
- Sold $3M Big Data deal, the largest in the Americas at the time.

### Director, Professional Services – Serena Software (2010–2012)

- Increased quarterly revenue tenfold by launching innovative consulting services.  
- Developed recovery plans for high-value clients, driving additional enterprise licensing deals.

### Candidate for State Representative – Minnesota (2008–2010)

- Ran a successful campaign focused on fiscal responsibility and government modernization.  
- Built bipartisan support and engaged diverse communities to promote policy solutions.

### Interim President – Agilex Technologies (2007–2008)

- Delivered $11M in uplift for a major client through advanced analytics campaigns.  
- Reduced $24M in cost overruns for a strategic client project with optimized staffing plans.

### Vice President, North America Sales Engineering and Consulting Services – SPSS, Inc. (2003–2007)

- Grew operating margins from 3% to 40% in six months by increasing consultant utilization.  
- Introduced strategic partnerships, saving over $1M in development costs.

### Group Vice President – Oracle Corporation (1995–2001)

- Managed $133M P&L and led 275 consultants across 20 cities, achieving 35% business growth.  
- Delivered multi-million-dollar projects, ensuring on-time and within-budget execution.

## Education & Certifications

B.A., Business Management – Metropolitan State University (2004)  
Master Certificate in Applied Project Management – Villanova University (2009)  
Master Certificate in Applied Business Analysis – Villanova University (2010)  
Oracle Cloud Infrastructure Architect Professional Certification

Capgemini Engagement Director Level 2

## Job Titles and Employment Timeline

Owner, MyDP3 LLC (2023-Present)

Enterprise Architect Principal, Capgemini USA (2021–2023)  
Sales Leader, Oracle Cloud Consulting, Oracle Corporation (2015–2021)  
Big Data Sales Leader, CSC Corporation (2013–2015)  
Director, Professional Services, Serena Software (2010–2012)  
Candidate for State Representative, Minnesota (2008–2010)  
Interim President, Agilex Technologies (2007–2008)  
Vice President, North America Sales Engineering and Consulting Services, SPSS, Inc. (2006–2007)

Vice President Global Consulting, Business Objects Inc.(2005-2006)  
President and CEO, Sistina Software (2001–2003)  
Group Vice President, Oracle Corporation (1995–2001)