

Ron Holmes
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CAREER PROFILE

I am a personable strategic executive with extensive global experience, who has delivered exceptional operational and technical solutions. I am a highly motivated and respected leader who manages equitably, and ensures deliverables are exceeded.

KEY COMPETENCIES

Team Management

Managing geographically separated teams and team managers.

Out Of The Box Thinking

Considered a go to for discussion and development of new business or product ideas.

Training Development And Delivery

Delivery of technical training to non-technical, and technical learners.

Public Speaking

Panel member for many technology discussions in banking, retail and quick service restaurants.

Detailed knowledge of Banking, IT and Product Manufacturing

Over 25 years experience in IT solutions delivery, banking, and product development.

Staff Development/Management

The key to my success is ensuring that staff and colleagues reporting to me are well trained, have a desire for self development, and that they are empowered.

Systems Experience

Desktop, Server and hosted editions of Linux, Unix, Mac OS, and Microsoft Windows.

Software Development Environments

Experience in ERP, Desktop, Server, Mobile and Web Application development and deployment.

Product Development

RF/Bluetooth Low Energy, Plastics, Contract Manufacturing, Mobile SDK development, and hardware/software API Development and Documentation.

CAREER OVERVIEW

VP of Embedded Products, BlueCats Inc., Austin, Texas	2016-Present
Executive Director Client Consulting, Commonwealth Bank of Australia	2013 to 2016
Executive Manager Client Solutions and Integration, Commonwealth Bank of Australia	2010 to 2013
Manager of Implementations (WA), Commonwealth Bank of Australia	2006 to 2010
Solutions Consultant, Apple Computer Australia	2006
Group IT Manager/CIO, Advance Healthcare Group, Perth, Australia	2002 to 2005
Sales Manager - Manager, Tecstream Australia, Perth, Australia	1996 to 2002
Computer Sales Consultant, Myer Group, Perth, Australia	1993 to 1996

EMPLOYMENT HISTORY

Vice President of Embedded Products, BlueCats Inc., Austin, Texas

2016-Present

As the VP of Embedded Products, my role is to ensure the technical capabilities of the base Bluetooth Low Energy products meet the needs of the market. This requires interaction with engineering teams, product manufacturers, systems integrators and software developers working on a multitude of highly technical projects.

Additionally, I am also instrumental in developing and ensuring software frameworks and documentation meets the needs of highly technical customers and developers.

To accomplish this, I have:

- extended BlueCats' existing SDK to deliver additional capability;
- defined requirements, and supported Engineering team development, testing and delivery of new Bluetooth firmware;
- assisted in the design and testing of new hardware devices using the based device capabilities;
- helped customers and developers design, implement and develop solutions using the BlueCats BLE product set;

I am also instrumental in day to day operational, sales and management functions.

As part of my role I support the Australian based CEO and COO to learn about product development life cycles, implemented project management and reporting tools including Atlassian's Jira and Confluence, and aided the two local founders to deliver outcomes as requested by the CEO and COO.

Executive Director Client Consulting, Commonwealth Bank of Australia, National Role

2013-2016

As the Executive Director of Client Consulting, I managed a team of professionals with exceptional analytical, working capital, technical skills, and professional experience.

My role was to identify and deliver sales growth and product opportunities through finance and technology consulting to the Bank's largest clients, assisting the Business Development and Relationship teams within the Institutional Banking Business. My experience in the software industry, as well as my external consulting exposure, provided the Bank with opportunities to deliver products that set the Bank apart from its competitors.

Achievements:

During my time in this role, I delivered several innovations to the market – still in use today by Institutional and Government clients across Australia. Most notably, I was the technical lead, designer and technology consultant on the following projects and more:

- Smart Portal – a service portal developed externally with developers based in Melbourne, managed and sourced by myself. <http://smartportal.cba.com.au>
- Legal Services Board Practitioner portal – an internet service for 1400 legal practitioners across Australia, hosted by Legal Services Board based in Victoria. My role was to drive design of the user experience, solution design, server infrastructure design and deployment. I liaised with developers and business stakeholders, including the CEO, to deliver a “mini-bank” to the legal fraternity utilising bank accounts hosted by multiple banks in Australia. The final solution operated exactly as planned – including the user interface brain stormed in our very first session.
- Consulting to multiple “silent” clients to deliver solutions around Bluetooth Low Energy, and e-wallet solutions.
- I represented the business at CeBIT Australia in 2014 to a group of web development professionals and firms on the topic of online and mobile development utilising Commonwealth Bank payment solutions.

As part of my team's development (including extended teams under Institutional Banking), I offered training and coaching around technology and the future landscape.

- Training the team members to ensure awareness of nascent trends – not just those interim technologies making the mainstream media.

Executive Manager Client Solutions and Integration, Commonwealth Bank of Australia

2010-2013

As the Executive Manager of Electronic Services I developed and managed 9 direct reports with 38 reports under them. The teams were based across Australia, mostly on the east coast. I was able to utilise remote

management tools to reduce travel time, while still maintaining teamwork goals and engaging the entire team.

Achievements:

During the first 6 months of my tenure, I made major changes to the strategic direction of these teams by:

- Developing and delivering an Enterprise IT 2 day training course
 - The course was developed with the assistance of a PhD lecturer from Curtin University who is a personal friend and confidant
- Acting as a Subject Matter Expert for a new electronic banking channel to allow B2B communications. Specifically: PKI/DSS key management, SFTP/SCP automation, Unix and Server setup for client IT departments.

I was considered a go to person for anything technical (especially client related), and sought by major clients to act as a solutions architect and technical advisor.

I was a defining member of the APCA working group on ISO 20022 - part of the new payment platform for Australia. Working with APCA, the RBA, Westpac, NAB and ANZ we are delivering the new standards for interbank messaging built upon the ISO 20022 framework.

I developed several unique solutions to improve client experience, including improvements to the Bank's merchant receivables API and introducing the use of QR Codes for bill payment.

Manager of Implementations (WA), Commonwealth Bank of Australia, Perth, Australia 2006-2010

As the Manager of Implementations (WA), I was instrumental in leading a local team of client implementations managers (using project management tools). Subsequently, I was promoted to the level of Executive Manager (national role) through all the positive changes to the business made during my time in this role.

Achievements:

- Development of a Mobile Merchant Terminal Solution for iPhone;
- Implementation and support of Electronic Products;
- Mobile Development employing BPOINT web API's;
- Large scale deployment of bespoke software developments for client solutions;
- Developing staff skills both locally and interstate;

Solutions Consultant, Apple Computer Australia Pty Ltd, Perth, WA. 2006 (6 Month Contract)

I was hired by Apple Computer Australia to support the WA based Business Development and Account Management team. My previous experience as an IT Manager of mixed network environments supported my capabilities to fulfil this role.

Achievements:

During my 6-month contract with Apple as a Solutions Consultant, I was in charge of developing and delivering various IT solution in mixed network environments. Customer industries varied from corporate to government, including a very big education focus.

The largest projects I managed and completed were:

- **State Library of Western Australia.** This project involved installation and configuration of Unix based enterprise server hardware (File Server and SAN), as well as the development of failover software and scripts to automate services to hundreds of users, and delivery of terabytes of data over Fibre Channel.
- **Mt Lawley Senior High School.** Standard Operating Environment development and delivery. Complete automation of SOE delivery using customised Unix script in a Windows Active Directory network.
- **Presbyterian Ladies College.** Standard Operating Environment development and delivery. Training of on site ICT team to enable future autonomous management and delivery of SOE solutions.

I was also very lucky to be able to work with Vice President Al Gore on my last assignment with Apple Computer. I was personally charge by Mr Gore with ensuring he was able to deliver his global warming presentation to multiple heads of WA business and the state government in November 2006. During this

time, I worked with Mr Gore on modification of scripts, a run-through and automation of his interactive presentation.

The Solutions Consulting division was discontinued a short time after my departure from Apple due to the growth of third party solution providers and systems integrators.

Group IT Manager/CIO, Advance Healthcare Group, Perth & Jakarta **2002-2005**
Advance Healthcare Group comprised several health businesses with sales in excess of \$100 million.

Programmer/Analyst/Solutions Consultant, Australia **1996-Present**
During my career, I've maintained my skills as a consultant, systems analyst and programmer by maintaining a professional client base.

Short to medium term contracts for:

XCiteLogic (software development, SOE development & deployment, ERP consulting)

Systems and Application Programming contracts for:

Apple Computer Australia, XCiteLogic, Commonwealth Bank (Racing and Wagering Western Australia, Legal Services Board Victoria), **Enrich Computer Systems, ArtSource**, and **FWA Media**.

Sales Manager - Manager, Tecstream Australia, Perth, Australia **1996-2002**

Computer Sales Consultant, Myer Group, Perth, Australia **1993-1996**

EDUCATION

Curtin University, Western Australia

BSc - Computer Science with Artificial Intelligence and Computer Graphics Imagery minors.

TAE40110 Accredited Trainer

INTERESTS / ACTIVITIES

Rock climbing, aerial acrobatics, roller-blading, international travel, baking and cooking, software development.