**ROCKY S. FREUDENBERG**

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**PROFILE:** · 20 years of professional consulting and software development with directors, VPs and C-level executives

· 10+ years of strategic business development and pre-sales leadership for major enterprise software packages.

· 8 years of both technical and functional PeopleSoft implementations, specializing in HCM and Financials.

· Proven leader of enterprise software implementations for multiple projects involving the executive

level of government, state government agencies, and multiple fortune 500 companies.

· Proven ability to architect and develop creative, innovative solutions across large global enterprises

· Plan and conduct written and oral presentations for senior-level staff and management on topics

including: Data Governance, SaaS, HCM, ILM, ILG, MDM, and Project Cost Controls

**EXPERIENCE: LinkedIn:** [**https://www.linkedin.com/in/rocky-freudenberg-1876961**](https://www.linkedin.com/in/rocky-freudenberg-1876961)

**Sr. SOLUTION ARCHITECT (**Tech Pre-Sales) **08/15-11/16**

BackOffice Associates – Bend, OR

* Lead pre-sales technical architect for data stewardship and business process governance software solutions for Canada and Western U.S. Technical lead for global INFOR partnership. Developed and invented new sales strategy for global sales (currently in copyright), created industry leading ROI model for enterprise wide data migration solutions. Build all business cases and solution value assessments for N. America sales teams. Led the two largest software sales deals in N. America for 2016 calendar year.

**Sr. SOLUTION CONSULTANT** (Pre-Sales) **10/14-07/15**

BlackLine – Bend, OR

* Led Pacific North West region for selling SaaS Finance Controls and Automation software that optimizes the financial close process, tightens and improves compliance for key critical controls, and validates financial reporting results with Balance Sheet Account Reconciliations. Continuous 100% quota attainment.
* Independently developed a best practice Process Maturity and ROI Model for the sales of Financial Close Management software. Utilized across all N. America sales teams for client engagements to qualify and expedite the sales close process.

**ENTERPRISE TECHNICAL SALES 02/06 – 09/14**

IBM – Bend, OR

*SOLUTION ARCHITECT /**Independent Contractor to IBM 04/13-09/14*

* Managed multiple IBM ILG projects at two of the world’s largest financial institutions. Oversaw all project direction, managed 10+ subcontractors, and designed architecture for project success.

*CHIEF SOLUTION ARCHITECT* ***(*** *Tech Pre-Sales) 08/12-03/13*

* Chief Architect for IBM’s Information Lifecycle Management & Governance SWAT team for N.America. Led business process analysis and established business transformation models to enable clients to achieve defensible disposal of unnecessary data and the full cost and risk reduction benefits of disposal through both on premise and SmartCloud offerings.
* Led one of the largest World Banks to $100M defensible disposal savings through $32M IBM software investment. Led 3rd largest Canadian bank to a $65M defensible disposal savings through $10M IBM software investment.

*PRACTICE DIRECTOR & GM* ***(****IBM SUCCESION PLAN) 04/11-05/12*

*Buckley Data Group (IBM Partner)*

* Directed the technical pre-sales and implementation services business line for Big Data, Data Archiving, Data Governance and Security solutions within the worldwide sales group. Drove revenue through IBM partnerships and net new opportunities through marketing and pre-sales efforts. Managed three IBM product lines (OPTIM, Guardium, and Initiate) with respective teams of consultants for each. Responsible for all customer engagements, statements of work, proposals, and implementation success. Built $7.2M pipeline in 12 months, increased revenue 200%
* Developed a Self-Funding IT Model for SaaS data archiving and decommissioning; implemented at Canada’s largest retailer, creating $3.3M of savings for internal SAP implementation.

*SOLUTION ARCHITECT**(Tech Pre-Sales) 02/06-04/11*

*(Acquired from Princeton Softech)*

* Led the North American technical pre-sales for the packaged ERP Data Archiving and Governance Division utilizing the IBM OPTIM product suite. Built marketing verticals and competitive analysis for product line. Responsible for ongoing product content and direction/needs analysis with engineering. Performed all lead and prospect qualifications, product demos, proof of concepts, and client training. Speaker at all major ERP trade shows and CIO conferences. Collaborated with executives for creating project proposals, RFP’s, and project resource allocation. Assisted global sales organization with more than $10M in application specific software sales year after year, exceeding 100% of all quota goals. 2010 CIO Forum speaker of the year

**PRINCIPAL 04/03-06/05**

ORACLE |PeopleSoft – Atlanta, GA

* Senior Manager and Product Specialist for the United States Dept. of Defense v8.9 HCM PeopleSoft

Implementation (3.2M member population). Oversaw all technical product development and provided strategic product direction for three teams of 50+ contractors. Conducted project management within a seven-person product specialist team.

* Led the very first European PeopleSoft Time & Labor implementation (v8.3), which encompassed

Belgium, France, and the U.K. Over saw a team of 10+ developers and team leads. This success enabled one of the world’s largest automobile manufacturers to implement three shifts for a 24-hour production operation, increasing projected revenue goals by more than 30%.

**SENIOR CONSULTANT /** Technical Project Lead **07/01-04/03**

Unisys / Dept. of Energy – Bonneville Power Administration, Portland, OR

* Implemented the nation's first successfully integrated Federal PeopleSoft v8.0 HCM system. (HR / Payroll /

Time & Labor). Assisted with directing the technical development efforts of 10 contractors on the project. This success provided the platform for a number of self-service initiatives that enabled Bonneville Power to be a leader in the federal eBusiness community. Successfully designed and implemented a custom BI solution to maximize reporting from the installed PeopleSoft system, increasing reporting efficiency by 50% and decreasing FTE need by 30%.

**SOFTWARE ENGINEER /** ERP Data Warehouse Lead **10/00-05/01**

DecisionPoint Applications, Inc., Beaverton, OR (Start Up Company, later acquired by Teradata)

* Created the world’s first packaged data warehouse/business intelligence solution for both ORACLE and PeopleSoft financials, manufacturing and human resource ERP applications. Developed a corporate-wide business intelligence system for one of the nation’s largest power companies and modeled best business practices after the implementation’s success. Assisted sales team with prospecting clients, product demos, and RFPs, which resulted in $3M of software sales in five months.

**SYSTEMS ENGINEER & PROJECT MANAGER 12/99-10/00**

Nike, Inc., Beaverton, OR

* Successfully drove the development of NIKE’s HRMS v7.5 PeopleSoft system from a national implementation into a global implementation, which encompassed more than 15 European countries. Collaborated with senior management to define business issues, set technical goals, hire resources, and establish both functional and technical requirements. Managed a $1.5M project budget, reviewed product schedules, development techniques, product quality, and corrected discrepancies. Managed technical and functional development for international deployment. First U.S. site to implement PeopleSoft at a global level.
* Designed and implemented a custom PeopleSoft application to manage the corporation’s global organizational structure, which encompassed more than 20,000 employees.

**SENIOR CONSULTANT 7/98-11/99**

Cambridge Technology Partners – San Ramon, CA

* Successfully completed a full life-cycle PeopleSoft v7.0 Financials project implementing General Ledger, Asset Management, and Accounts Payable for a large trucking corporation. Directed the efforts of five developers for the successful execution of all corporate financial reports.
* Served as a team lead to strategically start up and align an international consulting practice into the middle market for ERP implementations. Coordinated all research efforts of the team and co-managed all phases of the project. Successfully lead to more than $2M of recognized revenue within 6 months of implementation.

**MANAGEMENT ANALYST – U.S. Outstanding Scholar Program 12/96-6/98**

United States Department of Defense – Defense Manpower Data Center, Seaside, CA

* Managed the largest archive of personnel, manpower, training, and financial data in the Department of

Defense. Developed and implemented a mainframe database for an international financial institution to track delinquent government accounts; resulting in the recovery of $68 million in over 350,000 delinquent accounts.

**COMPUTER Software:** MS Office, MS Project, PeopleSoft 7.0- 9.x, Informatica, Cognos, IBM

**SKILLS:** **Languages:** SAS, SQL, SQR, PeopleCode

**Operating Systems:** Windows, UNIX

**Databases:** ORACLE, DB2, SQL Server

**LEADERSHIP SAP Technical Pre-Sales for HANA 06/2016**

**COURSES: IBM StoredIQ Technical Professional 06/2014**

**IBM z/Software Top Gun Sales Certification 10/2012**

**Power Messaging for Sales 01/2007**

**Project Management Certificate 04/2000**

**Communicating for Effective Results 01/2000**

**Conflict Resolution Management 01/2000**

**I/S Professional Development Certificate 12/1999**

**EDUCATION:** **Washington State University, Pullman, WA**

B.S., Psychology & Pre-Med, 1992-1996

Major GPA 4.0, Cumulative GPA 3.84 ~*Summa Cum Laude*

**Cambridge University, England**

GraduateCertificate in English History, 1993

*Selected as 1 of 25 United States Scholars accepted into the program*