

# David S. Vugteveen

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*Senior digital architect and consultant, with over 20 years' experience at complex consulting and sales, aligning technology with business goals and actions. Passionate about leveraging critical client and vendor relationships to ensure meeting program goals, increasing profitability and driving bottom-line results for the customer organization.*

## SENIOR TECHNOLOGY CONSULTANT

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- Developed and **executed multiyear sales and architecture strategies** through consulting solutions which supported Microsoft strategies and the consulting business scorecard.
- **Drove revenue growth** by executing on the territory business plan and **improving customer satisfaction**.
- Provided industry-level **thought leader as a presenter** at Microsoft, HP and Compaq events and public seminars, **effectively communicating** deep technical concepts to large audiences with varied levels of technical and business backgrounds.
- Partnered with regional managers, technical pre-sales and delivery organizations to define solutions, deliver proposals and provide RFP responses.
- Owned deal negotiations, closed new business, **consistently grew account revenue** year-over-year.
- Strong background in **building trusted relationships with executive teams**, delivering high business value in fast-paced environments.

## SELECTED AREAS OF EXPERTISE

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- Program Management
- Azure Cloud Solution Design
- Program Sponsorship and Execution
- Customer Expectations Management
- Devops/ITIL/ITSM process consulting
- Microsoft Solution Selling
- Reengineering and Process Design
- Organization Change Management
- Budgeting and Financial Planning
- Amazon Web Services Integration

## RECENT PROFESSIONAL ROLES

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Microsoft Corporation – <b>Strategist</b>	2011-2018
Microsoft Corporation – <b>Executive Consultant, Architecture</b>	2006-2011
Hewlett-Packard – <b>Executive Consultant, ITSM, Oracle</b>	2000-2006
Interim HealthCare – <b>CIO, Finance and Medical Technology</b>	1996-1999

## EXECUTIVE HIGHLIGHTS OVER 30 YEARS' EXPERIENCE IN PROGRESSIVELY RESPONSIBLE POSITIONS, INCLUDING:

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- Multiple leadership positions, **owning budget, customer relationships and deal execution**
- Director- and VP level consulting roles, managing over 500 staff
- Director of IT Service Management, **managing operations** and support teams
- Senior Consultant and Architect, enterprise architecture solutions
- IT manager, building networks, applications, training systems and ITIL operations from the ground up
- Operations support specialist, infrastructure and applications portfolio

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**RECENT WORK EXPERIENCE**

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**Senior Architect**, CoreLink, Inc. (launched from Blue Cross / Blue Shield)  
(Microsoft Consulting)

Problem: A new \$3.5 Billion claims processing company faced intense cultural challenges in cloud development and architecture, financial reporting, and operation of security procedures.

Solutions:

- Sponsored Board-approved security framework, resulting in improved security posture across the cloud threat landscape using the **Microsoft Security Framework**.
- **Hired, managed and improved teams** across more than 500 internal and 100 contracted staff.
- **Designed, sold and implemented successful programs** to corporate culture. Developer output increased 39% in the first year of the program, an additional 17% in the second year.
- Led implementation of technology and processes to implement Microsoft Dynamics core modules and related processes and procedures.

**Executive Consultant**, Large-Scale Corporate Merger (Microsoft Consulting)

Problem: A traditional corporate food manufacturer changed to an aggressive on-going new business strategy of rapid Merger & Acquisition (M&A). The challenge was to enable processes to transform from a slow rate of integrating technology and processes to a faster pace in new acquisitions.

Solutions:

- Implemented unique tools and provided complete training in business-technology integration techniques to all senior IT leadership. This reduced M&A integration cycle time by over 15% and improved day-one user experience by 65%.
- Led a complex multi-vendor partnership to re-build the core marketing toolkit supporting common data storage, consistent user interface branding and strong internal reporting. Built compete process support for a new application, emphasizing a service-oriented culture. This resolved issues with high levels of repeat work, excessive costs and lost intellectual property between projects.
- Led building of infrastructure and development frameworks for integrated cloud platforms into existing Service Management definitions using **agile** and **devops**, including automated tools for infrastructure architecture and operations, as Cloud Services became a new innovation **strategy for the CIO**, leveraging **Microsoft Azure and Amazon Web Services (AWS)**.

**Strategy Process Designer**, Large Retailer (Microsoft Consulting)

Problem: Top 3 global retailer had suffered three years of failures of a corporate globalization strategy, resulting in nearly \$1 Billion in write-offs.

Solutions:

- Re-aligned CIO and IT organization planning to match the CEO's vision of globalization, which brought strategic clarity and consistency. This resulted in successful execution of global expansion. This framework continues to be effectively used six years later.
- During this strategy re-alignment, reporting to the CIO **instructed all customer senior IT leadership on strategy processes** and tools to ensure future strategy roadmaps were cohesive and comprehensive. The actions to achieve this included using Benefit Dependency Networks, VitalSmarts Influencer modeling and Blue Ocean canvas techniques, all implemented with Prosci change management tools.

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**Senior Architect**, Medical Device Manufacturer (Microsoft Consulting)

Problem: A major global device manufacturer faced excessive costs, operational/ performance limitations, and related poor patient care in the cardiac and infusion product lines.

Solutions:

- Led a team of developers, architects and outside partners to redesign medical products and processes.
- By using Crucial Conversation techniques and creative project management options, overcame numerous obstacles and objections to implement process changes.
- This reduced Total Cost of Ownership by 46% and brought updated healthcare practices to over 3,500 hospitals nationwide.

**Senior Architect and Program Lead**, UNICEF (Microsoft Consulting)

Problem: This international organization faced communication challenges and risks (confidential to client.)

Solutions:

- Over a three-year period, managed a team of developers, engineers and trainers to create modern communication tools and Service Operations procedures which improved security through Rights Management technologies.
- This resulted in provable high security communications **globally** between government and non-governmental organizations. It also improved communication efficiency by over 20%.

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## SUMMARY OF OTHER WORK EXPERIENCE

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### Microsoft

- Core team member in an intrapreneurial incubator, delivered strategy planning to mid-sized companies. The program delivered 23% higher license renewals.
- As manager for the Managed Partner Program for the Dell-Microsoft relationship, successfully improved annual program plans.
- Thought Leadership in re-designing the Microsoft architecture (ITAP) program into a cloud-based service, now a global program called Digital Advisory, embedded at most large strategic accounts.
- Developed and executed on major project budgets ranging up to \$210 million.
- Supported new college hires in field delivery projects, provided training, oversight and review feedback, contributing to improvements in employee retention and skill development.

### HP Services

- As technical owner for HP's then-largest 10-year, \$10 Billion outsourcing, transformed an under-performing program that had high customer dissatisfaction into a high-results contract. This was done by bringing together a well-formed team of client and vendor engineers and architects. Guided this team to leverage HP's Service Management model in prioritizing processes projects able to meet specific business goals, using cutting-edge modeling tools and processes. Customer satisfaction rose by 31% in the crucial first three months of turnaround.
- Owned global operational leadership for Service Support across all customer ITSM implementation programs in the Americas. Hired and managed up to 6 teams ranging from 6 to 17 members each over multi-year implementation project.

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- Thought Leadership technical chair for HP's team partnering with Akamai and Oracle to develop innovative "edge" computing cloud products, which resolved major business and technical challenges in internet video streaming, opening the way for today's media-oriented internet.
- As Founding member of HP's "client consulting" group, **provided executive-level** ITIL/ITSM services to top-tier clients globally.
- As Acting Global Head for Process Re-engineering at a major European-based pharmaceutical company. **Managed global staffing budget and functions.** Successfully ensured ITSM/ITIL process integration of over 40 regional IT organizations into a single global organization. This reduced costs by over 13% and increased **customer satisfaction** by over 5%.
- Establish goal targets, created operational improvement strategies and implemented related changes for **Operational Support teams.** Reduced turn-around time of Service Requests by 16% average annually and **improved customer satisfaction** scores 12%, 14% and 7% progressively.
- Co-developer, field delivery lead, instructor and seminar presenter for HP's data center consolidation methodology. This **ITSM methodology** was foundational to both outsourcing and "Utility Datacenter" (early cloud architectures). It was also used in engagements of over \$560 Million in annual services revenue contribution in the US, 2004, and over \$780 Million in 2005.

## ADDITIONAL RELEVANT EXPERIENCE

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**Atlantic Richfield** – Director, Business Unit Coordinator (1994-1996, 1999, various times)

**Missoula County** – Manager, Network, Application Development and Training Center (1991-1994)

**Vugteveen Consulting Services** – Owner: application development, support services leased line and satellite systems for IBM, Sprint, GTE, US Forest Service, and Congress (1987-1991)

## EDUCATION & TRAINING

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Bachelor of Business

Graduate studies in Organizational Dynamics

Entrepreneurial Leadership, Babson College

## CERTIFICATIONS AND MEMBERSHIPS

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Chief Executive Board member and contributor

Prosci Change Practitioner Certified

IASA CITA-P Certified Architect

IEEE Member

ITIL v3, MOF v4



SAFe® 4 Agilist