

# RICHARD L. WARREN, MBA, PMP

330 Main Street, PO Box 335, Wilsons Mills, NC 27593 ♦ (757) 374-4160 ♦ [richard.warren@northcarolinatechnologies.com](mailto:richard.warren@northcarolinatechnologies.com)

---

## BUSINESS TECHNOLOGY EXECUTIVE

---

### EXECUTIVE PROFILE

Innovative, strategic-thinking executive with an exemplary record of leading IT for technology, consulting, publishing, and manufacturing companies, including small through billion-dollar businesses. Recognized for turning around underperforming IT organizations through vision-building, creating and executing strategies, and developing new architectures while aligning mission and priorities with corporate goals and objectives. Strong background in bringing the benefits of technology to proactively solve business issues and improve processes while effectively managing costs and mitigating risk. Ability to build high performance IT teams. Trusted partner with senior management on all IT and business issues. Academic credentials include an MBA in e-Business, along with PMP and EPM certifications.

### NOTABLE CONTRIBUTIONS

- Transformed platform infrastructure through virtualization in less than six months for a provider of online marketing/lead management solutions. Overall effort enabled 4x revenue and 8x performance improvement and side-by-side redevelopment of core applications.
- Built processes and practices, for a provider of Microsoft-centric products and consulting services, that allowed 50% headcount reduction while growing services revenues from \$28M to \$35M.
- Executed market strategy for a provider of technology-enabled team solutions, achieving Microsoft Federal & DOD Partner of the Year award for two consecutive years and Cognos Global Partner of the Year award.

---

### CORE LEADERSHIP COMPETENCIES

P&L Responsibilities ♦ Board-Level Presentations & Membership ♦ Strategic Business Alignment ♦ Leading Complex, Multi-Million-Dollar Projects On-Time or Under Budget ♦ Creating Substantial Shareholder Value ♦ Systems and Product Design and Development ♦ Strategic Alliances ♦ Operational Improvements ♦ Consulting and Consulting Business Development ♦ Leading Growth (Organically and Externally) ♦ Building an IT Department that Focuses on Innovation and Improvement ♦ Consolidations, Mergers, and Acquisitions ♦ Business-Driven Technologies ♦ Cost- to Profit-Center Transition ♦ Change Management ♦ Virtualized Infrastructures ♦ Enterprise Program /Project Management ♦ Legacy Systems Migration ♦ Outsourcing Software and Platforms ♦ IT Services Delivery ♦ Application/Infrastructure Management ♦ Supply/Demand Chain Automation

---

### PROFESSIONAL EXPERIENCE

*CHANNEL BLADE TECHNOLOGIES*, Virginia Beach, VA: *Privately held provider of online marketing/lead management solutions as a service for marine, recreational vehicle, and power sports industries.*

#### **Chief Technology Officer, 2006 – 2008**

Responsible for technology transformation for a fast-growing company to enable platform, application, and process scalability. Major customers included Brunswick, Freedom Roads, Honda and MarineMax. Led five direct and 42 indirect reports. Managed operational budget in excess of \$6M and CAPEX budget in excess of \$1.5M. Inherited a failing production IT platform, uncontrolled technology product development, a dysfunctional corporate IT environment, and dispirited IT team. Reported to the company President.

- Stabilized platform instituting a broad range of IT processes ranging from product development and project management to software life-cycle management, including test-driven development, R&D-to-operations transfer, customer support involvement, and interface policies & processes.
- Implemented state-of-the-art virtualization architecture; reduced operations overhead by 40% and increased operational agility in the face of accelerating market rate of change.

- Introduced customized Agile methods and processes coupled with tool-facilitated, product-focused requirements, and product development disciplines critical to redevelopment in parallel with support which lead to the revitalization of the entire IT team.

*MICROLINK, LLC*, Vienna, Virginia: *Privately held award-winning provider of technology-enabled teamwork solutions and consulting services for government agencies and Fortune 500 firms.*

**Vice President and Enterprise Solutions Architect, 2005 – 2006**

Responsible for identifying, crafting, and marketing technical solutions for industry-wide business requirements including messaging and collaboration solutions, enterprise content management & search solutions, and full-spectrum product development leadership for four applications (complete software development life-cycle management). Major customers included U.S. Secret Service, U.S. Department of Defense, General Motors, and Cap Gemini. Reported to the CEO.

- Built strategic, top-level partnerships with key industry players, including Microsoft, Autonomy, and Cognos through thought-leadership, integrated solution development, and extensive sales and marketing-related pre-sales technology leadership.
- Developed ‘packaged’ consulting engagements complete with deliverable IP templates, project and resource plans, and marketing resources to provide scalability, repeatability, and continuous improvement processes to consulting services offerings.

**Academic Sabbatical, 2003 – 2004:** MBA in E-Business conferred December, 2005 upon completion of a Master’s Project with a 3.93 GPA.

*INTERNOSIS, INC.*, Arlington, VA: *Privately held provider of Microsoft-centric products and consulting services; subsequently acquired by EMC to become their Microsoft Professional Services division.*

**SVP for Business Internet Solutions, Chief Strategy Officer, Chief Software Architect, 2000 – 2003**

Role migrated from tactical to strategic as this 225-person management-buyout start-up faced growth, lack of processes formerly provided by their Parent Corporation, and challenges in responding to rapid technology shifts and sector maturation. Led up to 12 direct and over 150 indirect reports as my role evolved with the growing consulting company. Major customers included U.S. Department of Agriculture, Bank of New York, Pfizer, and Verizon. Reported to the CEO.

- Identified key segments, solutions, and strategic partnerships; maintained profitability during IT industry downturn.
- Reversed 2x headcount growth without corresponding revenue. Created and executed a sustainable consulting services strategy at a much lower headcount level, built needed industry partnerships, and crafted an affordable infrastructure & processes to reduce costs while positioning the company for growth. Also packaged our technology consulting services solutions for repeatable execution at minimal cost, which maximized our incremental margins.
- Led application development, infrastructure, and managed services solutions and practices for all offices nationwide.
- Provided IT thought leadership and intellectual property strategies to Fortune 500 clients on a consultative basis.

*APPNET, INC.*, Bethesda, MD: *VC-backed provider of consulting services, solutions and staffing for Fortune 500 firms focusing on e-commerce; acquired by Commerce One.*

**President, Microsoft e-Business Solutions Practice and Corporate VP, e-Commerce Services, 1998 - 2000**

Crafted a technology strategy to support subsequent acquisitions without undue interruption to the existing and newly acquired organizations which ultimately led to two integrated architectures: one focused on Microsoft-based technology and one focused on other technologies. Promoted to general divisional leadership of the Microsoft-centric technology and services component of the company. Led up to 20 direct and up to 200 indirect reports as the company grew from a headcount of 50. Major customers: Ford Motor Company, Xerox, Government Technology Services, Inc., and the Wedding Channel. Reported to the CEO.

- Led development and growth of company’s Microsoft-based practices and organic growth of “Microsoft Center of Excellence” from internal start-up through multi-million dollar annual revenue. Overall effort achieved the exit-strategy growth target and sale of the company to CommerceOne for \$2.1B.

- Identified key markets, segments, and targets *for the roll-up of \$100M, 13-company M&A effort.*

*JUDD'S ONLINE, INC.*, Winchester, Virginia: Wholly owned subsidiary and *online company that provided the emerging online publishing and e-commerce needs of the print publishing industry.*

**Founder/Senior VP Sales and Marketing, 1995 -1998**

Founded the company as a work center within the IS department of magazine and catalog printer Judd's, Inc. while serving as corporate Vice President for Information Services. Managed 30-person, multi-million-dollar publishing vertical. Major customers: Martha Stewart (exclusive site builder from launch through 2001), American Diabetes Association and The Salvation Army.

- Instrumental in the development of Microsoft's e-commerce product: Merchant Server 1.0; appeared on-stage with Bill Gates at the launch of the product to demonstrate two customer successes created by Judd's Online built using the pre-release version of their new flagship e-commerce product.
- Created a new technology consulting services revenue center during a period of intensive technology change accompanying the explosive growth of the then emerging Internet. To support our largest customer, Martha Stewart Living Omnimedia. Developed a hosting infrastructure and operational processes, and supporting technology team that allowed her to grow from initial online launch with only five servers to the 84-server content and e-commerce suite she required for her IPO.

*JUDD'S, INC.*, Strasburg, VA: *A \$300M magazine/catalog printer; acquired by Perry Graphic Communication and subsequently by RR Donnelley.*

**VP Information Services, Board of Directors, 1994 — 1997**

Identified and developed the technology strategy, infrastructure, processes, and team needed to turn a \$150M/year, 129-year-old magazine and catalog printer using manual printing processes into a near totally digital process-based sector leader, Major customers included: Time Warner, Newsweek, The Economist, Billboard Publications, and Fast Company.

- Improved financial and market positioning by 4.5 percent, or \$11M, which led to successful sale of company to Perry Graphic Communications (becoming Perry Judd's, Inc.).
- Transformed host/terminal, film-based magazine and catalog printer into a fully integrated, digital workflow printer; created first totally filmless commercial magazine issue ever printed - a special issue of Life magazine.
- Earned InformationWeek's "Fast Track 500" award for digital workflow and data warehousing achievements.

## EDUCATION

MBA in eBusiness, University of Phoenix  
B.S. in Sociology, University of the State of New York  
PMI Project Management Professional (PMP) certification  
Microsoft Certified IT Professional for Enterprise Project Management (EPM)  
Microsoft Dynamics CRM 4.0 Professional

**MILITARY:** Lieutenant, U.S. Navy (Retired) in strategic and tactical reconnaissance (inactive Top Secret clearance with access to Specially Compartmented Information - TS/SCI), Acquisition Program Manager for HQ, Naval Air Systems Command.