

ROBERT DIRECTOR
860 Peachtree Street NE 2206
Atlanta, GA 30308
(404) 875-2688
info@robinresumes.com

DIRECTOR OF PROJECTS & PROGRAMS
Financial • Internet • Health Care

Accomplished SENIOR LEADER with strong track record of success directing programs, projects and product development to drive revenue growth in the Internet, Health Care and Financial industries. Earned degree in Economics with additional studies in business management. Drive development of multi-million dollar enterprise-wide projects with high ROI to dramatically increase revenues hundreds of millions of dollars per year for industry leaders. Grew *MyNet* advertising revenues over \$300 million annually, slashed *Major Healthcare Provider's* cost to service calls 40% and spearheaded over \$200 million annual asset growth for *Big Brokerage* by creating strategic vision and building and leading large, high performance teams. *Demonstrate expertise in:*

- Customer Relationship Management
 - Internet-Based Products & Platforms
 - Marketing & Segmentation Solutions
 - Channel Integration
 - Sales Force Automation
 - Integrated Voice Recognition
 - Project Management
 - Negotiations
 - Team Building
-

PROFESSIONAL EXPERIENCE

MYNET, Atlanta, GA 10/2005 – 8/2007
Global online network of integrated services with more than 200 million users and \$4 billion annual revenues.

Director, Product Development

Recruited by MyNet to direct development of state-of-the-art Internet marketing, advertising and targeting solutions with the strategic vision and tactical leadership to meet critical immediate and future revenue goals. Hired and led 8-person high performance product and project manager team and managed a \$10 million budget by providing the leadership, mentoring and guidance to successfully develop and deliver innovative and patentable technologies. Collaborated with senior VP-level management to improve advertising revenue from *MyNet's* targeting applications.

- **Drove dramatic \$250 million annual revenue growth** by reinvigorating project, motivating team and providing technical and project leadership to upgrade and enhance the \$3 million *Behavioral Targeting System* to the most advanced in the industry. **Increased ad views 250%, click through rate (CTR) 150% and revenue 60%.**
- **Generated \$50 to \$75 million additional revenue** by recommending and spearheading replacement of third-party software with an in-house developed platform with improved functionality.
- **Enhanced availability of segmentation data for business units** by purchasing an existing small company's technology and leading team to develop an interface to deliver a quick, easy-to-use and stable system.
- **Rebuilt relationship with Polling Company** by fixing application to create models for Consumer Product Group (CPG) companies to target and measure buying habits of people viewing ads. Improved revenues \$35 million and opened doors with overseas partners to develop same application for the UK and German markets.
- **Slashed 6 months' time to create a revenue and data sharing platform with Auction, projected to generate \$100's of millions annual revenue**, by collaborating with *Auction* staff and reviewing contractual terms.
- **Improved advertising targeting worldwide, including in the UK, Germany, Australia, Japan, Korea and China** by collaborating with overseas partners and assigning Product Managers to help adopt new technologies.

MAJOR HEALTHCARE PROVIDER, Omaha, NB 2/2003 – 10/2005
One of America's leading health care organizations, with 7 million members, \$14 billion revenues and 100,000 employees.

Program Manager

Managed major large-scale projects for Health Care Plans and Insurance operations. Directed project teams ranging from 40 to 150 people each, with budgets ranging from \$11 to \$22 million each.

- **Enhanced selection and management of over 600 internal projects** by ensuring success of new Project Management Office. Ensured successful implementation of a formal project management process and application, NIKU, which improved resource allocation, ROI calculations, financial controls and project progress tracking.
- **Reduced cost to service calls 40%, increased customer satisfaction and improved call center efficiency** by leading 50-person team to implement an end-to-end Integrated Voice Recognition (IVR) application.

Program Manager, MAJOR HEALTHCARE PROVIDER *(continued)*

- **Led company's first full scale \$22 million Customer Relationship Manager (CRM) application design, development and deployment** based on *Salesforce.com*'s ASP model to replace multiple, older incompatible systems in 7 regions, rolling out product to over 800 sales personnel on time and on-budget.
 - **Built and led a 150-person interdisciplinary team**, including internal business and IT personnel and representatives from *BigConsult* and *MConsult* to determine and implement optimal software and hardware.
 - **Negotiated 60% per seat discount** with *Salesforce.com* and strict timetables with *BigConsult* and *MConsult*. Removed *Big Consult* when expectations were not met and negotiated 30% discount with *MConsult*.
 - **Oversaw initiatives** to integrate Incentive Compensation and Broker web portals, data consolidation and sales Contract Management applications into the *Salesforce.com* platform.

BIG BROKERAGE

8/1986 – 12/2002

*International financial services company with \$2 billion in revenues.***Director of Marketing & Sales Implementation Systems (4/1996 – 12/2002)**, Atlanta, GA

Directed large projects to improve marketing and sales operations. Ensured success by leading 3 Senior Project Managers and managing multi-million dollar budgets.

- **Slashed sales closing cost 30%, increased account retention 15% and improved asset generation per account 50%** by orchestrating the strategic design, development and implementation of a \$11 million CRM application, one of the largest, most successful ever in the US. **Negotiated \$4 million software cost savings.**
 - **Built and led a 70 person team** to research solutions and implement a *Siebel* application for over 4000 employees in over 300 offices and 4 call centers nationwide.
- **Spearheaded more targeted, personalized and effective marketing, sales and service** by delivering a \$1.2 million Marketing Segmentation Platform to score and value prospects and clients on time and under budget.
- **Increased prospect conversion 30% and reduced client attrition 10%** by developing an Offer Management and Billing system to improve marketing, presentation and valuation of products and service to clients.

Senior Project Manager (3/1991 – 4/1996), Atlanta, GA

- **Drove \$180 to \$240 million annual growth in assets, increasing lead generation 75%, lead follow-up 50% and new accounts 20%** by enhancing, promoting and increasing Sales Management system use 40%.
- **Improved sales effectiveness 20-30%** by designing and developing on and off-line reporting systems for senior managers to direct marketing and business development throughout the retail enterprise.
- **Enhanced quality and quantity of sales contacts** with measurable improvement in lead conversion by creating and producing the first enterprise-wide sales training guides and procedures.
- **Increased lead conversion 30%** by enhancing out-bound calling Telemarketing Group programs to align telephone solicitations with current marketing programs.

Senior Branch Business Developer (8/1986 – 3/1991), Hartford, CT

- **Improved sales and lead conversion** by developing client investment software products for local branch.
- **Sought after for consultation by other branches** to improve sales.
- **Created client user groups** and made presentations to large, 300-person client audiences.
- **Promoted and transferred to company headquarters** based on success.

EDUCATION

EMORY UNIVERSITY, Atlanta, GA

*Graduate Studies towards a **Master of Business Administration***

GEORGIA STATE UNIVERSITY, Athens, GA

Bachelor of Arts in Economics

AWARDS / MEMBERSHIP / LICENSE

Recipient, MYNET TOP PERFORMER AWARD • Excellence in Service Award, BIG BROKERAGE & FINANCE SERVICES

Past Member, Board of Directors, AUTOMATION OF SALES ORGANIZATION (ASO)

Held Brokerage License Series 7, 63