

## PROFILE

**Senior Consulting Leader** – Oversaw two consulting offices in Canada and the USA with over 30 direct reports, spearheaded the creation of two digital business units, a leader of a \$40M / 75 person business unit, managed CxO relationships, oversaw multiple engagements simultaneously

**Consistently Delivers Results** – Provided top-line growth, bottom-line productivity improvements, and new market entry strategies for clients while consistently exceeding consulting sales while maintaining over 2250 billable hours, ranked as an exceptional contributor, and top 15 knowledge contributor out of 430k+ employees

**Digital Thought Leader** – In-depth understanding of current and emerging technologies and their business applications and taught Digital Strategy at the graduate level

## CAREER HISTORY

**Partner, Digital Strategy** 2014 – present  
element 138 Columbus, OH

Advising senior executives on digital growth, marketing, and transformation strategies.

**Associate Partner, Strategy & Analytics** 2011 – 2013  
IBM Corporation, GBS Chicago, IL

Senior leader responsible for growing and developing the practice, providing thought leadership, and overseeing IBM's top global corporate strategic initiatives. Co-leader of the strategy competency.

**Principal** 2001 – 2011  
truArt Digital Imaging Chicago, IL

Built a successful digital imaging business using digital marketing and became an internationally recognized authority on image capture, processing, and workflow.

**Adjunct Faculty, Graduate Programs** 2000 – 2008  
Schulich School of Business Toronto, Canada  
DePaul University Chicago, IL

Taught Digital Strategy, Mergers and Acquisitions, Corporate Strategy Formulation and Implementation, and e-Commerce.

**Senior Director, Digital Strategy** 2000 – 2002  
Xpedior Incorporated Chicago, IL

Led the Chicago and Toronto digital strategy consulting offices.

**Senior Strategy Consultant** 1998 – 2000  
Gemini Consulting New York, NY

Built Gemini's digital strategy practice in North America.

**Digital Solutions Manager** 1996 – 1998  
IBM Canada Ltd. Toronto, Canada

Managed key e-business opportunities for more than 50 clients helping them leverage end-to-end Internet-based technologies combining hardware, software, and services.

**Assistant Brand Manager** 1995 – 1996  
General Mills Canada Inc. Toronto, Canada

Ran a \$30 million consumer packaged goods brand and a \$26 million trade marketing budget across all product lines and categories.

## SELECTED ACCOMPLISHMENTS

- Transformed \$18B Business Unit resulting in increased revenues of more than \$1450M and \$800M in margin improvements
- Created a seamless omnichannel consumer decision journey experience for a leading \$4B global retailer by integrating digital opportunities across the customer journey that span print, point-of-sale, SMS, social, and email marketing
- Digitally streamlined key global processes hindering focus on core business by applying Design Thinking and resulting in rationalizing expense approvals by 8.5x, cutting hiring steps by 50%+, and eliminating revalidation for 1000+ apps
- Returned to profitability a €1B European Process Outsourcing (BPO) Unit facing €300M in declining revenues from expiring contracts and shrinking pipeline
- Digitally transformed a \$10B global e-procurement business and developed an analytical-based predictive model of financial benefits
- Developed mobile go-to-market entry strategies across 8 industries: retail, automotive, financial services, healthcare, government, insurance, travel & transportation, and electronics
- Built a successful business using digital marketing, SEO, and social media and maintained a Top 3 Google search ranking for a decade
- Developed and sold software based on proprietary brand trademarked with the United States Patent and Trademark Office

## EDUCATION

**Wharton** International Management Program 1995

**MBA**, Schulich School of Business, York University 1995

**BASc – Engineering**, University of Toronto 1993

Certified Management Consultant

Professional Engineer