

ROBERT K. VAUGHN

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Executive Summary

Senior level executive experience at the Managing Director and Partner level in professional service practices and large, complex global programs. Specializes in building and leading high-performance teams that integrate and transform technology into solutions that deliver maximum value and profitability for the client and organizations. Core expertise in the areas of:

**Collaborative Management • Strategic Planning • Consulting • Business Development • Custom Solution Delivery
Cloud Computing Services & Strategies • Unified Communications • Mobile Solution Integration
Website Design and Optimization Strategies • Business Process Optimization • Cross Functional Needs Assessment
Enterprise Infrastructure Optimization • Complex Program Management
Business Transformation • Technology Innovation • Risk Identification & Management**

Professional Experience

Red Easel LLC, Charlotte, NC

October 2008 – Present

Vice President, Professional Services and Business Development

Responsible for Professional Consulting Services and Business Development for the operating companies of Red Easel LLC and Red Easel Designs

- Partner, co-owner of a privately held 8A company specializing in the multimedia and social media communications strategies, website design, Optimization, marketing strategies and technical consulting.
- Management of Raisin-Toast.com, a commercial blog. An multi-award winning blogsite since 2007.
- Directly responsible for all sales and business development initiatives and the management of the partner and affiliate relationships.
- Development and content delivery of technical consulting engagements for website design, process optimization and content management.
- Portfolio revenues have increased over 130% since the successful launch of Red Easel Designs in 2010 with a strong positive trend projected for 2011.

Avaya, Inc., Basking Ridge, New Jersey

October 2006 – October 2008

Director, Business Development, - Global Professional Services

Responsible for Professional Services Business Development in the Financial Vertical for the Global Accounts Organization in Avaya Global Services.

- Managed a \$36M portfolio for FY07. Exceeded FY07 plan by 141%. Grew portfolio value grew by 70% to \$52M in FY08. Exceeded FY08 plan by 112%.
- C-level Strategic Services Consultant to leading financial, insurance and capital market clients related to communication processes, process execution and efficiency and new technology integration.
- Responsible for strategic offers, positioning and promotion of professional services engagements and affiliate offers within the Financial vertical that are both Avaya centric and Avaya partner centric (CEBP, FCE, Unified Communications, Jacada, Mobility, Security, ASA Consulting, PaeTec, IBM, HP...).
- Responsible for managing a \$2.8M strategic investment budget for the vertical to drive new opportunities.
- Core member of the Financial Services leadership team charged with defining “go-to-market” offers, operational strategies and tactics.
- Unified Communications platforms based on Windows Mobile application integration, SharePoint 2007 and Exchange Server 2007.
- CEBP solutions were based on Microsoft Server, SQL, Exchange and SharePoint server integration with other third party applications.
- Awarded trip to Avaya’s “Achiever’s Club” in Hawaii for outstanding performance in FY07.
- Representative Clients:
 - Bank of America – IP Telephony – enterprise and branch infrastructure, Call Centers, UC – One X Mobile
 - Wachovia - IP Telephony – enterprise infrastructure,
 - CitiGroup - IP Telephony – enterprise and branch infrastructure, IP Telephony – enterprise and branch infrastructure., UC, CEBP, FCE.
 - J.P. Morgan Chase - IP Telephony – enterprise and branch infrastructure, Call Centers, CEBP. FCE. UC

Resume – Robert K. Vaughn

- Progressive Insurance - IP Telephony – enterprise and branch infrastructure, Call Centers, Unified Communications.
- McGraw Hill Companies - IP Telephony, Unified communications, CEBP.
- Liberty Mutual Insurance - IP Telephony – enterprise and branch infrastructure, Call Centers, FCE
- State Farm Insurance - IP Telephony – enterprise and branch infrastructure, Call Centers, Unified Communications, FCE, CEBP.
- Federal Reserve Bank – All branch locations - IP Telephony – enterprise and branch infrastructure
- International Monetary Fund - IP Telephony – enterprise infrastructure.
- Bank of New York - IP Telephony – enterprise and branch infrastructure, FCE, CEBP, UC
- Aetna Insurance - IP Telephony – enterprise and branch infrastructure, Call Centers, FCE.
- Hartford Companies - IP Telephony – enterprise and branch infrastructure, Call Centers, UC FCE, CEBP.

IP Unity / Glenayre Technologies, Atlanta, Georgia

November 2005 – October 2006

Director, Global Professional Services

Responsible for the strategic direction, integration, and execution of Professional Services within Glenayre.

- Established the Professional Services business unit, strategic offerings, methodologies, and operational measures for Glenayre.
- Strategically enabled the company to enhance Windows Server based “ICE” (Integrated Communications Environment), a 3G digital media and messaging suite of products, developed on VXML with a full compliment of customized solutions leveraging Professional Services within 3 months of starting operations.
- Significantly enhanced the portfolio of product and solution offering for the company, as well as the capability to deliver those solutions. Initiated the transition of Glenayre from a product-led position to a services-led solution focus and accelerated engagement gross margins to 70%.
- Developed 3G Wireless Video Portal solutions for: digital surveillance, live event coverage, media downloads and streaming, video dating, and “infotainment”. Solution groups were primarily focused in EMEA, APAC, and Latin America regions. The America’s region consisted primarily of traditional voice and active messaging solutions.
- Developed strategic alliance partners and off-shore geographic development partnerships.
- Implemented IIS based information portal and SharePoint for team workflow collaboration.
- Implemented a cost modeling solution based on SQL data mart front-ended with Excel 2003.
- Exceeded business growth metrics by 185%. Exceeded revenue target by 143% within six months. Ramped and launched business 1 month ahead of plan.
- Representative Clients:
 - T-Mobile – VXML Mobile eCommerce Platform, Voice and Video Mail infrastructure.
 - Vodafone - VXML Mobile eCommerce Platform, Voice and Video Mail infrastructure.
 - MTN- South Africa - VXML Mobile eCommerce Platform, Voice and Video Mail infrastructure.
 - Cricket Communications -VXML Mobile eCommerce Platform, Voice and Video Mail infrastructure.
 - Huawei International – Consulting services for Huawei clients.

R.K. Vaughn & Associates, Woodbine, Maryland

July 2003 – October 2005

Principal Consultant

Professional consulting services in Wireless Mobility, System Integration and Operations Management to local businesses and private individuals in the Mid-Atlantic region.

- Developed the key solution offerings, portfolio integration points, and the strategic content for the delivery model for an Infrastructure Consultancy.
- Conducted an operational audit and data integration assessment for a service delivery business to evaluate their operational effectiveness. Recommended several changes that resulted in improved effectiveness, lower operating cost, and improved revenue opportunities.
- Conducted network and data security assessments, as well as system integration engagements for Unix, Microsoft, and Apple OS X platforms.
- Server hardware and software installation, configuration, upgrades.
- Microsoft Office installation, configuration and upgrades. Custom document, form and database development.
- Hosted custom website development.

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Hewlett Packard / Compaq, Greenbelt, Maryland

March 2001 – July 2003

Director, Strategic Initiatives and Planning, HP Global Services

Responsible for the formulation, integration, and execution of strategic initiatives within HP Professional Services.

- Defined the cross-business unit integration strategy for the Adaptive Enterprise (On-Demand) (\$2 billion) initiative for HP Services. Provided the competitive threat assessment and go-to-market strategies for the service's portfolio. This resulted in a multi-threaded services and product integration plan that enhanced enterprise solution sales opportunities by 15%.
- Defined the Wireless Mobility strategy (\$30 M) for "On-Demand Wireless Hot Spots," utilizing key partner relationships to bundle security and application into turn-key solutions to the pharmaceutical, travel and retail verticals. The net result was a 40% increase to revenue for the Mobility Practice.
- Revised the standards for cross-business performance metrics and measurements optimizing post-merger business performance. Costs were reduced by a net 35% across services lines due to process optimization efforts and economies of scale.

Director and Managing Principal, Wireless and Network Solutions Practice, North America

Responsible for the delivery and management of the Wireless and Network Solutions Practice for North America.

- Profit and loss accountability for \$85M within the North America market. Accountable for the management and overall delivery of professional consulting services and initiatives within the America's region which met or exceeded revenue goals for each fiscal year of 2001 and 2002 by an average of 11% annually.
- Developed and managed strategic solution offerings and service delivery models in the Mobility, Wireless and Wired Infrastructure, Network Security, and IP Telephony market segments.
- Provided strategic vision and direction to delivery teams that were critically focused on architecture and design elements for each recommended Microsoft and Cisco business solutions in the wireless, network, security, and IP telephony environments. Personally involved in over 40 projects and strategic opportunities.
- Successfully delivered over 225 enterprise scale infrastructure engagements during my tenure including the recovery of mission critical financial market infrastructure and systems following September 11, 2001, despite the loss of 6 team members.
- Representative Client List:
 - Standard & Poor's – Mobility infrastructure, ecommerce integration, Security Assessment
 - State of Maryland – Data Warehouse
 - Port Authority of New York – Document workflow and management system.
 - NASDAQ – Trading Systems, Information portals
 - National Security Agency – Classified and compartmentalized engagements.
 - Sprint / Nextel – Mobile solution development.
 - Pfizer Pharmaceuticals – Mobile collaborative research, Sales force automation Systems
 - Novartis Pharmaceuticals – Mobile collaborative research, Sales force automation Systems
 - British Airways – Mobile content delivery and ecommerce application integration.
 - Marriott International – Wireless network infrastructure
 - T-Mobile – Design and deployment wireless infrastructure for T-Mobile HotSpots.

Cambridge Technology Partners, Rosslyn, Virginia

May 1998 – November 2000

Director and Managing Partner

Responsible for the delivery and management of the e-Business Integration practice for the Mid-Atlantic region.

- Profit and Loss accountability of \$130M within Mid-Atlantic region. Consistently exceeded regional goals and objectives by over 15%. Accountable for the management of strategic client relationships and delivery initiatives within the region.
- Responsible for the overall delivery of \$120M+ portfolio program within the World Bank Group (International Finance Corporation and International Bank of Reconstruction and Development).
 - Enterprise Microsoft server and desktop technology integration and upgrades.
 - Microsoft solution stack integration (Exchange, SQL, IIS, Office)
- Representative Clients:
 - World Bank (IBRD) – Custom application development , IIS Information Portal
 - International Finance Corporation (IFC) - Data warehouse, Data Normalization, PeopleSoft Financials, Custom application development – Java based API's, IIS Information Portal
 - US Postal Services – Custom application development and 3rd party application integration.
 - US Customs – Customs clearing and tracking application
 - US Army, CHPPM, Aberdeen Proving Ground- Business Process Optimization

Resume – Robert K. Vaughn

Associate Director and Client Partner

Responsible for the delivery of client engagements in the e-Integration practice for the Mid-Atlantic region.

- Client profit and loss accountability. Over 94% of the client engagements were delivered on time and within budget.
- Received management performance award for exceeding engagement profit margins by 20%.
- Responsible for the management of multiple client relationships and overall development initiatives.
- Development and implementation of n-tier web centric and client server driven business solutions.
- Development methodologies based on “fixed-time / fixed-price” RAD delivery approach to share both risk and benefit with client opportunities.
- Typical engagement value range from \$2M - \$15M.
- Client Focus:
 - *US Army, Center for Health Promotion and Preventative Maintenance –Military: Business process definition and intranet workflow strategy. Exchange Workflow definition, custom forms repository, SQL database modeling.*
 - *Carey International – Transportation Services: e-Procurement system, custom reservations & dispatch systems.*
 - *Marriott Corporation – Lodging: Guest recognition and reward system.*
 - *Lucent Technologies – Telecommunications: IIS based B2C and B2B wireless portals and e-Business strategy.*

Bell Atlantic Internet Solutions, Reston, VA.

January 1996 – May 1998

Director, Intranet Development

Responsible for the management and technical direction of the Intranet Development team consisting of eight senior developers, two architects, and two project managers.

- P&L responsibility for operational budget of \$15M
- Defined intranet architecture and development strategy for Bell Atlantic Internet Solutions (BAIS) and Bell Atlantic Video Services' (BVS) divisions.
- Developed and implemented intranet centric applications that directly automated or improved productivity of mission critical business processes and dramatically increased business revenues.
 - Architected and deployed enterprise Windows NT and Unix server farms for both BVS and BAIS.
 - Developed custom Windows NT and NT Server based solutions based on MS Office and IIS.
 - Designed and developed Executive Information System to track business performance, root cause analysis and quality analytics. Solution was based on IIS and SQL. Analytics provided by integration of SAS modeling applications. Data feeds originated from Aspect call center integration and MS Office frontend (Word, Excel and Access).
 - Developed website and information portals for intranet and internet presence in BVS and BAIS. All solutions based on IIS 2.0
- Evaluated and recommended new business technologies, platforms, and internet oriented work-flow solutions.
- Developed architecture for, and assisted in, the launch of the commercial NT web hosting product offering.

Director, Dedicated Business Operations and Technical Support

Responsible for the management, staffing and operations technical support call center.

- Directed six support and development teams with a staff of over 350 personnel. (ISDN Support; Network Management; Technical Support Services; Dedicated Business Support Services; Enterprise Systems Development; and, Network Implementation Services).
- Defined business support processes, metrics, and operational plans for fiscal year 1996 and 1997.
- Developed and implemented intranet based Executive Information and Business Quality Tracking system to manage near-time performance of strategic business measures.
- Staffed and launched ISDN, Dial-Up, and high speed dedicated product support initiatives for new service offerings.
- Defined and implemented Enterprise LAN architecture based on Windows NT and Sun Solaris platforms for 500+ users across Mid-Atlantic region. Defined software, hardware and infrastructure requirements.
- Developed strategic business plan for 100K-customer acquisition for 1996 and 1997. Exceeded goals by 20%.
- Participated on Bell Atlantic / Nynex merger integration team to facilitate merger and accelerate product and services launch in Nynex markets. BAIS was the only BA division that successfully committed and launched service on “Merger – Day 1.”

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GE Information Services, Rockville, MD.

April 1984 – December 1995

Manager, Systems Automation and Management

- Managed and developed commercial systems automation and control for dark operations and disaster recovery within a 6-sigma environment consisting of Intel; HP-UNIX; and, IBM Mainframe platforms.
- Developed critical system automation and control applications based on HP OpenView, IBM NetView and Microsoft SMS.

Senior Project Manager, Enterprise LAN Systems

- Managed team of eight engineers that operated and supported NT and UNIX based LAN environments. Supported over 80 servers and 2000+ user community. Deployed 1500+ NT workstations within four months with standardized image management.
- Migrated from Novell LAN architecture to Windows NT server architecture
- Defined, configured and deployed Windows NT desktop workstations based on MS Office Suite.
- Developed custom API to integrate Exchange mail servers into a proprietary GE email system.

Project Manager, SNA and X.25 Network Management

- Managed team of four Network specialists in the customer support of a 5000+ node SNA network.
- Improved network quality and problem isolation / correction by 83% within one year.
- Private cloud based network supporting PC, IBM, UNIX and Honeywell computing service platforms.

Senior Consultant, Client Services – IBM Platforms

- Provided remote and on-site consulting services and support to key domestic and international business clients on MVS and VM development projects on a global scale. Supported key accounts for two years in the Netherlands, England, and France.
- Cloud-based services model

Education

***MBA, Management Information Systems,
B.Sc. Marketing / Management Information Systems,
AA, Management,***

American University, Washington, DC
University of Maryland, College Park, MD
Montgomery College, Rockville, MD