

KEITH FLETCHER

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Biography



Keith began his career in the late 1970's with the Arthur D. Crane Company, one of the premier Real Estate development companies in New Jersey. At that time he worked with the company to enhance its procedures and to integrate its systems into the new county wide computerized Multiple Listing Service. Along with assisting the President of the company in developing better methods of managing the information flow as it pertained to the multiple development projects being undertaken by the company

Keith then went to Bruzard Associates where along with the founder Lyn Bruzard developed cutting edge computerized systems for automotive dealers. The systems consisted of Finance and Insurance systems, Inventory, Accounting and sales management systems. The systems developed contained very advanced capabilities such as true context sensitive help, advanced file storage methodologies, and performance optimization features not available from competitive systems. Keith also managed the installations of some of the first Local Area Networks deployed, including one of the first commercial fiber optic networks. When Keith left Bruzard Associates he was managing a team of six programmers and the staff had grown to over twenty from the initial staff of three when Keith joined the firm.

While Keith was at Bruzard Associates, and for 10 years following, he became a volunteer EMT, over 90% of all NJ EMS is volunteer, in the 10 years he was a Medic Keith rode on over 3500 emergency calls, was appointed by the Sussex County Board Of Freeholders as county wide EMS coordinator, and testified before the Governor's commission on EMS policy in NJ.

From Bruzard Associates Keith went on to manage the IT group for the Technical Operations Division of Warner Lambert. While there Keith implemented the first PC based Local Area Network within the corporation, the first PC based E-mail system which after working closely with Novell and assisting them with the development of their DISOS gateway integrated the MHS based messaging system with the corporate Mainframe based PROFS system. Keith also developed and implemented a remotely accessible distribution system which saved the corporation in excess of \$1,000,000 annually in reduced distribution costs. To implement these and other cutting edge systems Keith worked closely with the division heads and the office of the chairman of Warner Lambert. In the five years Keith had been with Warner Lambert he was awarded three Innovation Awards, 11 awards for excellence and was featured in MIS Week for his achievements in improving the distribution process within Warner Lambert.

Keith left Warner Lambert to create a LAN/WAN consulting practice at MSI Communications in NJ. The president of MIS asked Keith to come and develop a full Local Area Network and Wide Area Network practice so MSI which was primarily a reseller of telephone equipment, both new and refurbished, could provide enhanced services to its customers. Keith developed the practice and deployed such large projects as the implementation of a 5 country European multi drop data communications link for Calvin Klein cosmetics, the design and deployment of the infrastructure for the new corporate offices of Calvin Klein cosmetics, designed the distribution system for the National Film Service which moved them from a 5x7 card based system to a fully integrated database system with bar code readers and remote access. When Keith left MSI the new division had achieved over 117% of its stretch target goals and had a staff of 10.

Continues

Keith left MSI to take the position of Director of global telecommunications and Far East MIS with Phillips Van-Heusen. Keith was tasked by the new CIO of Van-Heusen to change the way the communications networks, servers, remote access and messaging was being utilized within the world wide corporation. Keith had full responsibility for all communications networks, voice and data, all servers, the over 1000 retail stores communications systems, the internal Local Area Networks and full responsibility for all of the technology and support of it throughout Asia. Keith deployed a true multi protocol network world wide, deployed voice and data access to the Central American factories, developed standards for all end-users systems and deployed state of the art e-mail systems throughout the corporation. To make such sweeping changes especially across multiple countries required extensive negotiations to obtain buy-in from all the effected departments, country presidents, division presidents and various steak holders within the company. The projects were enormous and all had to be accomplished simultaneously to deliver the promised ROI.

While at Phillips Van-Heusen Keith was nominated for Poet of the Year by the American society of poets, Keith has had over 20 poems published in various magazines and collections.

While at Phillips Van-Heusen Keith was approached by IBM Global Services to assist them with a serious issue with the Mainframe communications network at Kodak in Rochester NY. For close to a year IBM had been unable to stabilize the SNA communications systems which utilized Novell SAA gateways. Keith was recommended by Novell as someone who had an extensive background in the SAA gateway and in dealing with Sr. Management. IBM required assistance with the Sr. Management from Kodak to assist IBM with the retention of their outsourcing contract because of the problem. Keith resoled the problem and smoothed all the issues with Kodak Management within the four month timetable.

After the IBM contract was finished Keith was recruited by the CFO/COO of Lowe Enterprises Inc., Mr. Peter DelFranco, to be Sr. Vice President, CIO. Lowe is a nationwide real-estate, construction and hospitality company with over 6500 employees. When Keith assumed control of the IT team Lowe was the subject of an investigation by the Business Software Alliance (BSA) for pirating software, the entire IT team was sub par, there was no E-mail system, no offices were interconnected, the core systems were completely inadequate to the tasks being asked of them, and there were no standards being followed. Keith negotiated with the BSA to reduce the possible fine from over \$3,000,000 to \$170,000 by standardizing the entire corporation on Microsoft products with and using a master licensing agreement to cover every seat and product deployed. The entire infrastructure required replacement including all software, Keith managed the selection process and worked to obtain universal buy-in for the chosen platforms and to implement a complete ERP solution based on a best of breed solution. The level of negotiation to achieve buy-in was considerable, this was the largest IT project ever undertaken by Lowe Enterprises. The entire team required replacing, and Keith replaced the 12 person core team in the first month of his tenure and retained all but one.

After delivering the new ERP solution Keith proposed that Lowe Enterprises utilize its ownership of large amounts of commercial offices to sell technology to the tenants. The specific technologies proposed were; Internet Access, Telephone services, and ASP based applications. After obtaining buy-in from the board Lowe Enterprises launched Tenant Connect, LLC a full service Competitive Local Exchange Carrier (CLEC) in California, Colorado and Texas. Keith managed the company along with the former manager of SASSCOM which was acquired by Lowe early in the process. Keith managed all sales, technology and implementation while Roy managed the back office, billing and voice product management. Tenant Connect, LLC was sold to Eureka/GGN in 2001 at a very favorable price.

Keith continued as Sr. Vice President, CIO for Lowe Enterprises while operating Tenant Connect and following the sale of the unit. Keith worked to implement Six Sigma policies and worked with Microsoft to deploy Share Point server v1, and then v2. Keith negotiated with Microsoft to provide extensive consulting services at no cost to Lowe Enterprises to enable them to deploy Office 2003 to over 500 users in full production utilizing Beta code. The deployment went very well and Microsoft has featured the project prominently in their Launch and follow-on marketing efforts for Office 2003. Keith Left Lowe Enterprises when Peter DelFranco became ill and had to leave and his replacement requested that his former head of IT be brought in as part of his new team.

Keith became a partner in a Los Angeles based consulting company which specialized in ERP and telecommunications solutions. And has implement ERP solutions for such companies as Seven7 Jeans a large fashion house in LA, a full telecom solution for a Glendale based nationwide security equipment manufacturer.