

KEITH R. FLETCHER

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SENIOR TECHNOLOGY EXECUTIVE CIO / CTO / COO

Accomplished executive at regional and Fortune 500 firms. Technically astute, strategically and cost effectively utilize technology in alignment with corporate goals. Consistently improve system reliability, operational productivity, project delivery times and IT service levels while reducing costs. Excel at strategic planning, building high-performance teams, project management, and implementing best practice methodologies and continuous improvement programs. Functionally strong in: Logistics, Financial Systems, Manufacturing and Distribution, Sales and Collaboration. Proven areas of expertise include:

- Strategic and Business Planning
- Budget Development & Management
- Contract Negotiations & Management
- Data Center Management
- Six Sigma Champion
- Infrastructure Design & Implementation
- Process Improvements & Best Practices
- Structured Methodologies
- Large Scale Deployments
- Application Development
- System Architectures
- Rapid Deployments
- Employee Development
- Change Management
- Server Virtualization

PROFESSIONAL EXPERIENCE

VICE PRESIDENT, CIO

OCT 2005 TO PRESENT

CurtCo Media ♦ Malibu CA

CurtCo Media is one of the Major Publishers of magazines targeted at the ultra affluent, some of the titles are "The Robb Report", "ShowBoats", "Worth", "San Diego Magazine", "Sarasota Magazine" and over a dozen others. CurtCo has 12 offices located within the United State, and has affiliates in Russia, China and Turkey.

Recruited by the CEO and CFO to lead the IT group and stabilize the environment. The IT environment was extremely unstable with servers and services regularly going offline and security virtually nonexistent. Met with all unit leaders and established priorities, set expectations and reconfigured the IT team.

Notable Accomplishments:

- Implemented a datacenter consolidation project to bring multiple datacenters into a single secure 7x24 facility.
- Implemented server virtualization projects that dramatically enhanced the performance and survivability of the entire environment.
- Designed and implemented a completely new nationwide Wide Area Network, replacing multiple tier 2 carriers with a single tier one carrier.
- Implemented a comprehensive 7x24 helpdesk.
- Commissioned a full security audit that showed an almost total lack of external security. Following the report a comprehensive security implementation plan was drafted and implemented; following its completion a second audit found zero security issues.
- Selected and implemented a replacement for the core business systems, replaced the CRM, Circulation management, Ad tracking, Production management, Purchasing, and Accounts Receivables systems for the company.
- Implemented online expense reporting
- Implemented a comprehensive HRIS system.
- Developed in house a budget management and purchasing system.
- Implemented an integrated accounts receivable system which automated the invoicing process and eliminated 30% of the accounting staff in the AP department.
- Transitioned all creative, editorial and production to a standardized platform, Adobe Creative Suite 3
- Replaced all core servers and core LAN equipment within the first 9 months.
- Replaced 90% of the existing nationwide IT team while delivering on 100% of all goals and targets within budget and on time.

VICE PRESIDENT, CTO
KRF Consulting ✧ Los Angeles CA**2004 - 2005**

Delivering consulting services to companies in the Los Angeles area, major projects include the implementation of a full ERP solution for Seven7Jeans which is a major manufacturer of women's fashions located in Los Angeles. Seven7Jeans will do \$80,000,000 in 2005 and the prior systems were inadequate. Seven7Jeans needed a total IT direction and strategy built around their new ERP solution to handle the increased sales. Designed the telecommunications infrastructure for a security company based in Glendale CA that supplies identification systems for the DOD and other government agencies.

SR. VICE PRESIDENT, CHIEF INFORMATION OFFICER
LOWE ENTERPRISES ✧ LOS ANGELES CA**1997 – 2004**

Lowe Enterprises is one of the country's premier Real Estate, Development, and Hospitality companies with offices throughout the U.S. and Europe.

Recruited by CFO to assume IT leadership role over 8+ Divisions. Challenged by inconsistent and outdated infrastructure and applications as well as an underperforming IT team. Met with all business leaders to clearly define business goals including the ability to meet 35% annual growth rate. Documented "As-Is" and "To-Be" states and clearly defined Return on technology investments.

Notable Accomplishments:

- Replaced existing IT team with proven performers and introduced standard methodologies for project management, business process reengineering and change management. Gained recognition for delivering all projects on time and within budget.
- Completely replaced technology infrastructure in first 18 months, successfully deploying new hardware, software and user training to meet aggressive production dates and bring company into full compliance.
- Managed the custom development of all necessary interfaces and supplementary systems.
- Defined desktop standard and reissued 2,000+ computers to 50 worldwide locations, supported by 80+ servers.
- Changed all cores systems including Accounting, Property Management, Insurance Management, desktop, and E-mail using formal RFP process. Drove initiative for single chart of accounts to support improved analysis.
- Conceived, proposed and managed startup and management of TenantConnect, a Building Centric Competitive Local Exchange Carrier (BCLEC) in 1998 to provide high-speed Internet and telephony services throughout buildings.
 - Developed deployment methodology to drive consistency and contain costs. Invented patentable process to deploy technology into buildings as large as 1M sq. ft. for as little as \$20K, versus average \$200K cost.
 - Hired and managed the initial staff in Sales, Service and Support. Identified potential acquisitions, led due diligence and negotiation efforts and acquired SASSCOM.
 - One of the primary products TenantConnect sold was an ASP based suite of applications, which designed, managed and set policy for.
 - Credited with growing firm to over 2,000 customers and subsequently executing profitable exit strategy by selling subsidiary to EurekaGGN in Feb 2001.
- All corporate applications are deployed using an internal ASP model which provides the maximum productivity with minimal overhead.
- Fostered close relationships with business leaders to drive greater involvement in IT activities and support cost containment and continuous improvement.
- Recognized as first company outside of Microsoft to fully implement in production Beta Office 2003 and SharePoint Server 2003. Deployed MSOffice 2003 onto all 500+ corporate desktops at virtually no cost. Produced 9.5% increase in daily user productivity, \$80K savings in setup hardware costs and recurring \$75K reduction in annual costs.

SR. CONSULTANT**1996 – 1997****PARTNERED WITH IBM GLOBAL SERVICES ✧ ROCHESTER, NY**

Aggressively recruited by IBM Global Services and accepted an offer that couldn't be refused. Took short-term engagement to manage stabilization of Kodak SNA environment on the Kodak Metropolitan Area Network based in Rochester NY, recognized as one of the world's largest metropolitan networks with over 22,000 SAA users.

Notable Accomplishments:

- Quickly assessed infrastructure, performed stress testing and identified weak hardware components as chief culprit for system instability.
- Successfully identified and deployed solution within 6 weeks. Additionally assisted Kodak with implementation of links to Central American locations.
- Further engaged by Advantis to stabilize Novell SAA gateways and optimize performance of MAN in regards to IPX and TCP/IP connectivity over Cisco routers.

DIRECTOR NETWORK SERVICES**1995 – 1996****PHILLIPS VAN-HEUSEN ✧ BRIDGEWATER NJ**

One of the world's largest apparel and footwear companies representing such brands as Calvin Klein, Van Heusen, Izod, Bass, Geoffrey Beene, Arrow, Kenneth Cole New York, and BCBG Max Azria.

Directed telecommunications, voice, data, e-mail, Internet access, local and wide area networking activities for all domestic and international locations supporting approximately 15,000 users. Managed budget of over \$3M annually and directed U.S. and overseas staff. Challenged to redesign and implement scalable network infrastructure to improve global communications and support rapid growth.

Notable Accomplishments:

- Replaced multiple IBM source route bridges with Cisco routers to facilitate true multi-protocol communications and enhance performance. Implemented mixed Novell, NT, AS/400, ES9000 and Unix network at 41 locations covering over 20 countries in Asia, Central and South America with Hong Kong as central hub for Asia.
- Implemented company's first PC-based, externally accessible e-mail system integrated with legacy e-mail.
- Drastically increased performance and productivity. Increased uptime from 90% to 99.9%

DIRECTOR OF LAN SERVICES**1993 – 1995****MSI COMMUNICATIONS ✧ STANHOPE NJ**

Regional telecommunications equipment reseller.

Aggressively recruited to form new Network Division providing consulting services for the design, installation, support and service to clients throughout NY metropolitan region.

Notable Accomplishments:

- Built 1-3 year business plan and recruited and trained staff. Selected and approved technical infrastructure and established new standards of performance for project management and job costing.
- Introduced incentive compensation for project teams to motivate superior performance.
- Oversaw 20+ large-scale implementations for such firms as National Film Service (nationwide file distribution over network), Maytag Label and Calvin Klein Cosmetics (international implementation).
- Additionally managed over 70 consulting engagements. Earned a solid reputation for delivering quality solutions on time and within budget resulting in high levels of repeat and referral business.
- Delivered 117% of stretch sales targets in first 18 months.

SR. SYSTEMS ANALYST / NETWORK MANAGER**1992 – 1993****SYSTEMS ANALYST****1987 – 1992****WARNER-LAMBERT ✧ MORRIS PLAINS, NJ**

Worldwide company devoted to discovering, developing, manufacturing, and marketing quality pharmaceutical, consumer health care, and confectionery products.

Served as Network Administrator for Technical Operations Division (TOD) and Distribution Division's Local Area Network. Accountable for all infrastructure and applications technologies with particular focus on all manufacturing, distribution and logistics systems and operations. Challenged to dramatically improve worldwide communications between U.S. and 20 countries.

Notable Accomplishments:

- Developed multiple software systems, most significantly the Shipping Notification system which by utilizing the new Novell Access Server and custom software the distribution group was able to vastly improve their efficiency.
- Worked closely with business managers to identify, prioritize and develop ROI for technology programs. Spearheaded major initiatives including multi-protocol communications network providing integration of all systems for worldwide communications.
- Introduced real-time Shipping Information System that reduced fraud \$2M annually.
- Recognized for implementation of new Pick-to-Light system that slashed distribution costs 20%.
- Winner of 2 Innovation Awards.

DIRECTOR OF SOFTWARE DEVELOPMENT**1983 – 1987****BRUZAUD ASSOCIATES ✧ LAKE HOPATCONG, NJ**

Software firm specializing in automotive industry, Bruzaud Associates had an 80% market share in automotive dealership systems in the NY/NJ/PA metropolitan area in 1988.

Joined as Programmer and earned successive promotions to Director of Software Development. Managed full product life cycle for multiple products in Financing, Inventory Management, Database Management, Editors and Utilities. Oversaw numerous client implementations.

OTHER

- I am a Published Poet and was nominated for American poet of the year in 1996 by the American Society of Poets
- I was an EMT in New Jersey from 1985 to 1995 and served as EMS coordinator for Sussex County for 3 years. I also testified before the Governor's commission on EMS for the State of NJ
- I am a member of the IEEE and sit on the 802.3 standards committee
- I have worked closely with many companies on beta software and have been featured in multiple articles and press releases, among the companies are Novell, Microsoft, Citrix and Research in Motion (RIM).
- Six Sigma Champion
 - Six Sigma is a business strategy that seeks to identify and eliminate causes of errors or defects or failures in business processes by focusing on outputs that are critical to customers. It is a measure of quality that strives for near elimination of defects using the application of statistical methods. A defect is defined as anything which could lead to customer dissatisfaction. The fundamental objective of the Six Sigma methodology is the implementation of a measurement-based strategy that focuses on process improvement and variation reduction.

EDUCATION

Upsala College, NJ

BA

Business Administration and Computer Science