

VERONICA A. WILLIAMS

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Dynamic, visionary business leader with 15 years of experience driving revenue growth, market share and profitability while leveraging technology to optimize performance. Self-driven, goal-focused executive with a record distinguished by creativity, initiative and leadership of complex business and technology programs. Astute P&L manager, maintained profitability while achieving growth rates of 130%. Keen analyst, strategic thinker and savvy negotiator with strong relationship building skills. Crafted business solutions with focus on wireless communications and mobile computing.

EMPLOYMENT HISTORY

SR TECHNOLOGIES INC. Ashton, MD

August 2005 – Present

PROGRAM MANAGEMENT / PROJECT MANAGEMENT

Leads practice that is focused on business and operational strategy, program and project management, continuous process improvement, budgetary projections and controls, information technology implementation and management, cost avoidance and reduction, and resource management. Manages the delivery of management and technology services and products to government and commercial enterprises, helping them improve and integrate business processes, information flows, data management, applications, technical infrastructure, and security.

- Crafts business strategies incorporating new business processes, technology, and financial practices into a viable plan to support interests of stakeholders and customers.
- Identifies opportunities and created comprehensive plan for the launch of new initiatives
- Develops technical architecture and operations projects, managing deliverables on time and within budget
- Champions technical solutions as alternatives to current workflows, leveraging implementation of technology in other markets or business units
- Nurtures new clients by streamlining IT and business processes and procedures to realize significant increases in revenue.

ACT, Inc., South Orange, NJ

1993 - 2005

Managing Director

Catalyze product development and sales growth, manage business operations and P&L for this provider of strategic management consulting, technology and training services. Formulate market initiatives targeting government agencies, IT vendors, *Fortune* 500 corporations and emerging growth companies. Develop, negotiate, and direct large-scale, complex client projects to achieve quality standards, budgets, and timelines while exceeding customer expectations.

- Managed all strategic and daily business activities including financial, marketing, sales, contract negotiations, technical support and operations. Led over 200 professionals in new ventures created through business partnerships. Responsible for hiring and managing of over 20 staff and contract employees.
- Achieved growth rates in excess of 70%, more than doubling revenue each year from 1998 to 2000. Implemented operational efficiency initiatives, lowering costs by more than 18%.
- Secured contracts and orchestrated successful systems migration and research projects for clients including Cingular, New York Board of Trade, American Express and Motorola.
- Produced several multimedia products on wireless and wire-line data communications via CD-ROM and internet download and distributed by Amazon.com and other resellers.
- Created, developed, sold and delivered COMDEX/Discover/IT Wireless Computing Showcase. The Showcase, which attracted tens of thousands annually, included a conference and Pavilion on the exhibit floor.
- Brokered strategic alliances with CTIA, ZD Events, IDG, UTC and CMP and galvanized partners in the development and launch of new ventures.
- Recruited, developed, motivated and managed the performance of teams up to 75, including more than 20 ACT staff and contract employees.

FUJITSU / SCA / LOTUS / UNISOFT, California / Connecticut / New York
BUSINESS DEVELOPMENT / TERRITORY MANAGEMENT

1988 - 1993

Utilized marketing, sales and management expertise vital for promoting technology solutions for US and international markets. Evaluated competitors, developed pricing plans and sales programs to attain assigned quotas, closed and effectively managed major accounts. Worked with engineering teams to define technical requirements and designed customized wireless computing and other business products.

- Grew Northeast territory sales by 180% at Fujitsu and led the world organization in revenue production; sold groundbreaking non-recurring engineering revenue deals. Brokered sales to New York Board of Trade, Sealand, Con Edison, UPS and PSE&G (1991-1993).
- Established a third party channel for SCA's communications software, an accomplishment reported in a trade publication. Simplified pricing, increased revenues and serviced major accounts and resellers (1990-1991).
- Developed IBM, AT&T, General Electric, NYNEX, Coopers & Lybrand and other national accounts for Lotus Development's financial solutions. Surpassed quotas by 125% (1988-1990).
- Sold UNIX OS, tools and services to OEMs, vendors and systems integrators for UniSoft (1988).

AT&T, New Jersey / New York

Prior to 1988

PRODUCT / FINANCIAL MANAGEMENT / BUSINESS PLANNING

Coordinated complete product life cycle for third-party software; managed product acquisition, marketing, advertising, customer sales and support with accountability for P&L performance. Managed finance and budget for a \$1,300,000,000 business unit as strategic planner; evaluated business / financial plans of two major divisions as member of AT&T's CFO Group.

- Generated \$30,000,000 in new computing products and services revenues and sustained 110% growth rate in four consecutive years; closed sales with American Express, Chemical Bank, Shearson Lehman, Oppenheimer, Manufacturers Hanover and the State of New York.
- Played key role in developing the comprehensive capitalization plan submitted to the Federal Communications Commission in support of the initial break up of AT&T.

EDUCATION

NORTHWESTERN UNIVERSITY - KELLOGG GRADUATE SCHOOL OF MANAGEMENT

M.B.A.: Master of Management - Concentrations in Marketing, Finance and Managerial Economics.

Exchange student at **ESSEC (École Supérieure des Sciences Économiques et Commerciales)** in Cergy, France.

BRANDEIS UNIVERSITY

B.A.: Bachelor of Arts - Major in Economics. Academic Honors. Fluent in French, well versed in Spanish.

ADDITIONAL COURSES, SEMINARS AND WORKSHOPS INCLUDE:

Massachusetts Institute of Technology (MIT) Computer Training Program
 Project Management Professional Certification PMP® – underway

OTHER SKILLS

- Keen Negotiator
- Outstanding Speaker
- Strong Analytical Skills
- Adept in P&L and Cash Management
- Excellent Written skills
- Computer Proficient: skilled in most popular software packages
- Fluent in French, well versed in Spanish

ORGANIZATIONS & ASSOCIATIONS

Industrial Representatives Association • The Telecommunications Association
 Advisory Board Member – COMDEX (7 years) • Board of Directors – MicroSlate Corporation (5 years)
 President – The Rotary Club of Orange, New Jersey

Client, Professional & Personal References Available Upon Request