



Date of Council Meeting: January 8, 2013

**TOWN OF LEESBURG
TOWN COUNCIL MEETING**

Subject: Town Council appointments and re-appointments to the Technology and Communication Commission

Staff Contact: Lee Ann Green, Clerk of Council

Recommendation: That Council consider the following appointments and re-appointments to the Technology and Communication Commission:

Mayor Umstatt will be nominating _____.
Council Member Butler will be nominating _____.
Council Member Dunn will be re-nominating Tom Coleman.
Council Member Hammler will be nominating Ron Campbell.

Background: The terms of office for Commissioners correspond to the term of the council member who nominated them.

Fiscal Analysis: Section 2-197 of the Town Code provides for annual compensation of \$600 for each Commission member. This amount is included in the FY 2013 approved budget.

Attachments: (1) Resumes
(2) Appointment Resolution

Tom Spratt Coleman

209 Pathway Ct. Leesburg, VA 20175
Cell: 703-727-2487 Home: 703-779-0566
tscoleman2000@yahoo.com

OBJECTIVE:

Seeking a leadership position in product management that leverages both my business experience and technical background in software and application development.

PROFESSIONAL SUMMARY:

- Results-oriented IT professional with over 9 years experience in full lifecycle development of web-based, client/server, and business intelligence applications spanning multiple industries.
- Product Management experience includes product road map creation (based on client input and market analysis), customer-facing sales support (on-site demos and relationship building), competitive positioning, and budgetary planning.
- Analyst Experience includes Requirements Gathering/Analysis, Use Cases, Functional Design, Business Process Engineering, Workflow, Project Scoping, Structured Walkthroughs, GUI Design and Mockups, Documentation, Training, and Requirements Traceability.
- Provided analysis, data mapping, and functional design for dozens of system integration projects using XML, XSD, DTD, B2B, and flat files.
- Technically competent to design in J2EE, Client Server, .net, and mainframe environments with limited development experience in C#, .NET, HTML, ASP.NET, CSS, SQL, MDX, and XML.
- Over 10 years business operational experiences include inventory management, customer service, HR, payment/billing, and compliance.
- Proficient working in a team environment with end-users, customers, on/off-shore developers, fellow analysts, testers, and management.

Top 5 CAREER ACCOMPLISHMENTS:

- Drove market and user adoption of a Business Intelligence (BI) solution for the leading warranty chain management software company by improving performance, ensuring data integrity, expanding content, and providing world class customer service and training.
- Led product strategy/roadmap (incorporating technical and business data) of a business intelligence suite, averaging \$100,000 of revenue per customer (including Sears, IBM, Whirlpool, and Sony)
- Spearheaded analysis, design, and implementation of a \$7 million labor management system comprised of 34 applications and 20 interfaces that replaced traditional payroll time and attendance, and included auto-scheduling, forecasting, budgeting, and reporting. This resulted in lower labor costs, eliminated payroll errors, and increased customer satisfaction.
- Designed the ETL, data marts, cubes, and implementation of a business intelligence suite for a leading ERP software vendor.
- Created requirements and successfully implemented a B2B work flow application to digitally sign, transfer, and store electronic promissory notes in compliance with financial security regulations.

RELEVANT EXPERIENCE:

ServiceBench Inc.
Product Manager

Fairfax, VA
2006-present

Overall project lead for the Service Intelligence product and platform providing actionable intelligence related to warranty claims management and reverse logistics through a web based thin client.

Accomplishments:

- Oversaw the creation and evolution of the product roadmap to meet business goals and customer expectations while obtaining support from the executive steering committee
- Managed release dates, milestones, and release content for monthly production release

- Led 20 product implementations performing the planning, requirements, data mapping, view development, and end user training for such companies as Sony, IBM, Sears, and Whirlpool.
- Evangelized the internal and external communities on the power of OLAP, BI, and Data Mining learning to articulate complex technical ideas into simple metaphors.
- Designed new data marts and cubes for service contracts, service pipeline, manufactured units, surveys, service orders, job codes, sales checks, and dispatch sub status with integration to existing cubes and data marts.
- Provided sales support with product demonstrations, documentation, and custom enhancement planning and pricing.
- Created enhancements for dozens of new measures, statistical measures, and shared dimensions.
- Developed and implemented a large custom solution for a shared dashboard between Sears and Whirlpool and a benefits analysis dashboard for Sears.
- Enhanced the Microsoft BI platform with improved drill to detail, ProClarity view migration, cube version control software, and metric driven email.
- Designed a configurable, customizable, scalable and intelligent email service named SMARTmail. This enables end users to send variant text emails to business partners dynamically based on key performance metrics with associated reports and addendums.
- Oversaw platform improvements to change data capture policy, ETL design, cube partitions, cache warming, and usage based optimization of aggregations.
- Managed a requirements analyst and a QA analyst

**Everest Software Inc.
Business Analyst**

**Dulles, VA
2005-2006**

Lead analyst and subject matter expert for Everest's Data Warehousing and Business Intelligence module supporting their award-winning ERP product for small to medium enterprises.

Accomplishments:

- Led the design and implementation of Everest's BI module that features a web portal, dashboard, and OLAP browser. Worked closely with the manual writers to ensure the documentation captured the flexibility and usability of the portal.
- Created cubes using Microsoft Sql Server Analysis Services 2000 (SSAS), desired OLAP reports using Decision Support Panel (DSP) charts, and dashboards using Microsoft SharePoint.
- Created the functional design for the Everest Forms Designer enabling the customization of the Windows forms through a hierarchical representation of the controls and containers using the form as the canvas.
- Provided analysis, use cases, and functional Design Documents for the Everest Add-In framework including Visio flow charts of the user experience and screen mock ups.
- Documented the Everest SDK-API, a powerful XML-based integration framework, facilitating speed to market for value added resellers with extensive sample code, training, and deep xml samples using C# and ASP.NET.
- Created and led training for data warehouse, ETL, DTS, cube, and web part customization as well as training for the SDK-API.
- Facilitated change management process following company policy when necessary meeting with all parties and documenting decisions.

**Emergis (Currently Fiserv)
Senior Business Analyst**

**McLean, VA
2003 - 2005**

Lead Senior Business Analyst for Emergis' eLending platform, an online mortgage banking application with the potential to revolutionize the mortgage industry upon marketplace adoption.

Accomplishments:

- Created functional design and led implementation of MERS eRegistry integration. Leveraging DTDs developed by MISMO, the eRegistry is the mortgage industry paradigm for satisfying UETA and ESIGN legislation.
- Led requirements gathering and analysis for a quick connect integration with the Integra loan origination system (LOS).
- Captured and produced requirements analysis for a data warehouse
- Analyzed Internet security policy including FIPS 140-1 level two requirements for MERS including the use of XML digital signatures and Sisac approved certificates.
- Created use cases in Word from customer interviews and documented requirements for the first phase of the Fiserv integration project.

Ahold Information Services
Senior Business Systems Analyst

Landover, MD
1999 - 2003

Senior Business Systems Analyst responsible for the implementation of the Radiant Labor Management System (LMS).

Accomplishments:

- Lead analyst for LMS, a system comprised of 34 applications and 20 interfaces that replaced traditional payroll time and attendance, and included auto-scheduling, forecasting, budgeting, and reporting. LMS trimmed labor costs, virtually eliminated payroll errors, and increased customer satisfaction.
- Defined and documented potential gaps and opportunities, recommended business process changes and software enhancements, and created detailed requirements for enhancements and in-house development.
- Provided data mapping and designed solutions for 20 software interfaces including an interface to the Maynard industrial engineered standards.
- Designed an automated Attendance tracking program. Built a prototype using object-oriented design in Visual C++. This saved the customer over \$500,000 in annual payroll costs.
- Created a PL-SQL program automating the paper based calculations of employee base rates per complex business, union, and compensation rules.
- Built an application to manage payroll exceptions to supplement the LMS Pay Engine. This saved over \$350,000 in enhancement costs.
- Designed an application to manage the employee pay class assignment saving \$250,000 in enhancement costs while greatly increasing the accuracy of pay assignment.
- Also worked on the PLUM scale system, RF ordering using Symbol technology, IBM 4690 POS, Chain track Direct Store Delivery, and RX systems including electronic signature for HIPPA compliance.

Giant Food Inc.
Operations Management Career Development Program

Landover, MD
1989 - 1999

Provided world class customer service in a variety of management roles with profit and loss responsibility, managing as many as 200 associates, and ensuring company, union, and government rules were followed.

Northern Virginia Community College
Instructor

Loudon Campus
2002 - 2006

Introduction to C#, Introduction to Business Systems Analysis for Software Development

EDUCATION:

VA TECH
 Bachelor of Arts in Philosophy

Blacksburg, VA
1992

Dale Carnegie Course
 Dale Carnegie Course graduate assistant coach

2001
2002

Ronald E. Campbell
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Leesburg, VA 20176
(703) 728-3965, cell
(434) 245-8425, work
Ron.Campbell@nacas.org

CAREER SUMMARY

Over 32 years of experience in various positions in corporate financial institutions and higher education with success in managing large organizations, creating institutional and corporate partnerships that have delivered increased revenue and business opportunities for athletics, food services, housing and auxiliary business services.

I am very knowledgeable of how to lead large and small organizations and I am a skilled leader who knows how to develop internal and external relationships to support organizational objectives.

Overall my career can be defined by my achievements in every job or responsibility that I have had and the lasting business and personal relationships that I have developed.

Kolbe Index: 7-2-7-4, I am excellent at developing unique strategies and dealing with unknowns in complex situations. I am the go to person when elaborate projects are in trouble.

Professional Experience

CEO, NACAS

October 2012 - Present

Founded in 1969 as the National Association of College Auxiliary Services, NACAS is a one stop connection for information, insight and opportunity for auxiliary service professionals in higher education.

NACAS is the largest auxiliary services support organization serving higher education institutions. The membership includes 4 year and 2 year colleges and universities throughout the United States, Canada, United Kingdom, Ireland, and Australia.

www.nacas.org

College Business Concepts, LLC

January 2001 – October 2012

President and CEO

College Business Concepts was founded in 1999 as a partnership dedicated to developing educational and business partnerships between higher education institutions and corporations. CBC's services have been used to develop RFP's, develop evaluations of business proposals, design business development strategies, conduct sales training seminars, prepare and present business proposals for clients and negotiate contracts. CBC has been successful in helping clients develop long term relationships, opening new doors that lead to new relationships, creating market visibility and achieving new sales goals.

www.college-business-concepts.com

Higher Education Professional Experience

University of Minnesota

Associate Vice President for Student Development and Athletics

- Provided strategic leadership for business services involving all 26 reporting units in Student Development and Athletics which included over 3,500 employees and a budget of \$100 million.
- Directed a business IT services unit of 13 employees.
- Accomplishments included: ten-year exclusive beverage contract valued at \$28 million. A ten-year food service management contract valued at over \$200 million.

University of Minnesota

Assistant Vice President for Housing and Food Services

- Reported to the Senior Vice President for Finance and Operations.
- Responsible for 1,500 employees and a budget of \$49 million in annual revenues.

George Mason University

Fairfax, VA

Director of Housing and Residential Life

Drew University

Director of Housing and Residential Life

Madison, NJ

University of Pennsylvania

Director of North Campus/ Assistant Director for Residential Services

Philadelphia, PA

University of Pennsylvania

Assistant Director for Staff and Programs, North Campus

Philadelphia, PA

Montclair State College

Residence Hall Director

Upper Montclair, NJ

Montclair State College

Graduate Assistant

Upper Montclair, NJ

Education

Brooklyn Technical High School

Brooklyn, NY

Heidelberg College

Tiffin, OH

BA

Montclair State College

Upper Montclair, NJ

MA

Professional Awards and Recognition

- 2007 Keynote speaker at Duke University for Campus Sexual Awareness Week
- 2002 Keynote speaker at the Association of Student Residences and Accommodations (ASRA), United Kingdom, Annual Conference held in Cambridge, England
- 1999 Selected to be Honored in the ACUHO-I Foundation of Excellence
- 1999 Who's Who Among African Americans
- 1995 University of Minnesota Quality Recognition Award
- 1995 People to People Ambassador to the Peoples Republic of China
- 1994 James A. Hurd Leadership Award, Association for College and University Housing Officers - International
- 1993 Appointed to Lt. Governors Task force on Sexual Assault, Virginia
- 1987 President, Mid-Atlantic Region of College and University Housing Officers
- 1986 Who's Who Among Human Service Professionals
- 1985 Black History Adult essay contest winner, WDAS Radio, Philadelphia, PA
- 1983 Outstanding Young Men of America
- 1975 Who's Who among College and University Students

PRESENTED January 8, 2013

RESOLUTION NO. 2013-

ADOPTED _____

A RESOLUTION: MAKING APPOINTMENTS AND RE-APPOINTMENTS TO THE TECHNOLOGY AND COMMUNICATION COMMISSION

WHEREAS, participation by public-spirited citizens on town boards, commissions and committees is vital to the success of town government and the democratic process; and

WHEREAS, boards, commissions and committees serve an indispensable role in providing recommendations concerning town policy and programs; and

WHEREAS, Council desires to appoint effective individuals to serve at its will and pleasure on these advisory boards; and

WHEREAS, certain council members terms have expired and have been re-elected.

THEREFORE, RESOLVED that the Council of the Town of Leesburg in Virginia hereby:

SECTION I. Appoints _____ to a term ending December 31, 2014 and Ronald Campbell and _____ to terms ending December 31, 2016.

SECTION II. Re-appoints Tom Coleman to a term ending on December 31, 2016.

PASSED this 8th day of January, 2013.

Kristen C. Umstattd, Mayor
Town of Leesburg

ATTEST:

Clerk of Council