

ROBERT KOWALL

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CHIEF EXECUTIVE OFFICER / IT EXECUTIVE

EXECUTIVE PROFILE

Visionary executive with an outstanding record of utilizing information technology to positively impact the direction of the enterprise. Accomplished at delivering robust enterprise infrastructure and solutions within the retail, high tech, and financial services sectors. Trusted partner with senior management, collaborating at all levels from the Boardroom to technical specialists. High-energy contributor and change agent who consistently delivers revenue, profitability, and productivity results by aligning IT with business goals. Strong business acumen and technology savvy.

NOTABLE CONTRIBUTIONS

- Created and launched a family of web portals that enabled a premier telecom market research company, who previously spent two years and \$2 million unsuccessfully attempting to deliver research products online, to become competitive with market leaders such as Gartner and Yankee Group. Improved research utilization, upsell, and cross-sell results.
- Developed the infrastructure and applications to allow a highly successful investment bank to scale their trading, research, and corporate finance business during a period of explosive growth.
- Drove the rapid implementation of distributed systems, allowing a one-year-old gaming and entertainment startup company to open ten game centers with restaurant, retail, game play, and membership services. Completed project on plan with a \$20 million capital budget.

CORE COMPETENCIES

Budgeting ♦ Strategic Planning ♦ Project/Program Management ♦ Enterprise Architecture and Design ♦ eBusiness Strategy and Implementation ♦ Team Building ♦ Management of Technical Professionals ♦ Risk Management ♦ Vendor Relationship Management ♦ CRM Business Intelligence ♦ Telecommunications ♦ Global Systems ♦ Marketing and Branding Strategy

PROFESSIONAL EXPERIENCE

RHK Inc., Detroit, MI: Privately held premier telecom market research and advisory services company.

CIO & Senior VP Marketing, July 2001 – present

Responsible for delivering an integrated technology and marketing solution to enable company to acquire telecom service providers and improve client satisfaction with telecom vendors. Manage 20 professionals and \$6 million budget.

- Re-engineered brand positioning and marketing tactics to shift company from telecom market research to higher value service offerings.
- Delivered company's first client facing web products and internal systems to re-establish competitive position against market leaders.
- Communicated company's new value proposition to marketplace aiding sales efforts with strategic customers and press.
- Developed client research portal, marketing communications/corporate website, product planning, and CRM.

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CAMBRIDGE ASSET CORPORATION, Detroit, MI: *Public buyside institutional and retail asset management firm with \$19 billion in assets under management.*

CIO, June 1998 – July 2001

Tasked with the operational stabilization of failing applications and infrastructures. Managed 75 employees and \$10 million budget in UNIX, NT, AS/400, Sybase, and Oracle environments.

- Opened up dialog and relationships with Portfolio Managers, Executive Team, and functional department heads to better define needs, create systems ownership and awareness, and redefine business processes.
- Analyzed and identified exposure to risk of failure (according to SSC regulation), and implemented Y2K Legacy application migration service level management.

XXY COMPANY, Las Vegas, NV: *Public multi- million dollar gaming company.*

Director of Information Technology, September 1996 – June 1998

VP and Director of Information Technology, XXY GameWorks, Los Vegas, NV, September 1996-June 1998

Managed hardware, software, and infrastructure for corporate systems and 10 international game entertainment locations for this one-year old startup funded by Universal Studios, DreamWorks, and Sega. Managed staff of 11 and budget of \$3MM in UNIX, NT, and Oracle distributed environment.

- **Oracle ERP.** Rapid implementation of Oracle financial and project accounting applications. Provided visibility and control for \$20M of construction cost exposure for 10 new game centers.
- **SmartCard.** Defined a SmartCard technology to replace proprietary debit card in partnership with American Express to enable a payment vehicle and loyalty program for 17-21 year old target audience.
- **Call Center.** Built an operation to support 200 corporate users and 1200 game site users realizing savings of \$1.3M per year over previous outsourcing arrangement.

Director of Information Technology, X&Y Company (Corporate Parent), Las Vegas, NV, September 1996- June 1998

Responsible for commercial business applications, databases, infrastructure, network, tools, and methodologies for \$250MM game manufacturing and distribution parent company.

- Prioritized business needs, identified SAP ERP solution, upgraded infrastructure, and introduced company's first intranet site. Managed a team of 17 and a budget of \$2.5 million in AS/400, UNIX, NT, and SAP environment.

G&N SECURITIES, San Francisco, CA: *Public \$300 million bulge bracket firm.*

VP, Applications, July 1993 – September 1996

Challenged with inadequate and failing systems hindering growth for this highly successful company. Managed a staff of 45 and budget of \$6 million in AS/400, UNIX, NT, Sybase, and Oracle environment.

- Led complete technology upgrade including applications, databases, and desktop infrastructure for Corporate Finance, Trading, and Research lines of business.
- Architected a high volume, high availability trading, market data, portfolio, and research-publishing platform.
- Delivered CRM, Research Content Management, Trading System, and Portfolio Management System.

OTHER EMPLOYMENT:

IBM, Detroit, MI, Management Consultant, June 1990 – June 1993

Hewlett Packard, Consulting Division Manager, September 1987 – June 1990

Fairchild Semiconductor, 1981 – 1987

EDUCATION

Syracuse University, Syracuse, NY – B.S., Information Technology