

Joel Friedman

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PROFESSIONAL SUMMARY

Information Technology/Operations Efficiency Expert with 15+ years of Senior Leadership with global organizations in the SaaS, Financial Services and Travel Industry (OppMetrix, Century Payments, and First Horizon National),. Has a track record of saving millions of dollars through implementing Operational Excellence Management processes, renegotiating and monitoring vendor contracts, and implementing technologies that create value for the business. Specializes in creating and demonstrating the value gained through building and leading successful Information Technology Organizations.

Core qualifications:

- Operations Management
- Strategy and Governance
- Vendor Management
- IT Business Operations
- Process Management
- Outsourcing/Offshoring Implementation
- Relationship Management
- IT Transformation
- Shared Services Implementation

Master of Business Administration (2004-2006)

Southern Methodist University, Cox School of Business, Dallas, TX

Bachelor of Business Administration (1987-1991)

University of North Texas, Denton, TX

Significant Accomplishments

OppMetrix

Successfully deployed a fully functional CRM System used to empower Account Executives and Management to maximize visibility into the sales pipeline

Lead the development, implementation and support of a SaaS application with over 100+ subscribers

Implemented the entire office infrastructure including technology, call center, and quality control

Century Payments

Reduced existing annual technology spend by over 35%

Successfully implemented MS Dynamics CRM for 160 Sales Agents

Built the Voice/Data Infrastructure including a call center platform for over 200 employees

Recognized by Microsoft as an innovator of their online offerings and represented Microsoft as a presenter at their 2010 Convergence Conference and the 2010 Gartner Customer 360 Summit.

First Horizon National Corporation

Decreased IT Support Services operating expense by 25% (\$13M annually) through implementing Operational Excellence Management Practices.

Successfully outsourced TAC (offshore) and Hardware Depot Operations resulting in a 20% savings compared to existing insourced operations.

Lowered company's wireless spend over 30% (\$1.5M annually) through plan optimization and vendor negotiation.

Successfully implemented Shared Services IT Infrastructure between multiple lines of business resulting in additional efficiency gains exceeding \$10M annually.

Developed and implemented an IT Service Catalog that identified specific cost drivers of technology and served as the basis for accurately allocating IT expenses throughout the lines of business.

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PROFESSIONAL EXPERIENCE

OppMetrix LLC.

2010- Present

Based in Dallas, Texas, OppMetrix provides solutions to businesses that are interested in maximizing their opportunities in the Federal Government marketplace. OppMetrix' patent pending OppMatchSM technology matches its Subscribers Functional Capabilities and Interests with the Functional Requirements of the Solicitations in the Federal space- allowing its subscribers to quickly and efficiently identify the ideal targets to pursue.

Chief Operating and Chief Information Officer

Participated in the initial capital raise to fund the company. This included participating in presentations to potential investors

Responsible for developing and implementing the technology strategy of the corporation, including building an Inside Sales Call Center operation and a SaaS platform hosted in the cloud to support our offering

Developed the key metrics and management reporting structure for the operation

Managed a team of Java Developers both onshore and offshore

Successfully introduced our product to the market and realized sales revenue within the first 2 weeks of product launch

Successfully implemented and managed a CRM system containing over 500,000 leads

Responsible for managing the operations including Technology, Human Resources, Facilities, Call Center, and Social Media Marketing

Lead the development effort to introduce 3 new offerings for our sales force to market within the 1st year of operations

Created and managed the design of all microsites and landing pages used for electronic marketing campaigns

Century Payments Inc.

2009- 2010

Century Payments Inc. located in Frisco, Texas is a 4 year old organization that offers payment processing solutions to small and medium size merchants nationwide. In 2010, Century Payments was recognized by Inc. 500 as one of the world's top 5,000 fastest growing privately held companies.

Chief Information Officer

Hired as the initial CIO to implement the Voice/Data Infrastructure as well as develop and execute the corporation's technology strategy/roadmap

Achieved over \$250k of annual savings (existing spend) within the 1st 6 months of my tenure through renegotiating existing vendor contracts and establishing procurement policies and procedures that eliminated unnecessary expenditures

Replaced Salesforce.com with MS Dynamics CRM and achieved an additional savings of \$135k while offering Account Executives with increased features and functionality over the previous CRM offering

Introduced a Business Intelligence Portal that provides Account Executives and Management with Portal Dashboard views that provide insight into sales performance

Lead the design and implementation of a 200+ FTE Call Center utilizing a Shoretel VoIP platform and click to dial functionality via MS Dynamics CRM.

Replaced the existing manual Merchant Application Boarding Process with an automated boarding tool that increased the operational efficiency of our boarding team and provided an increased level of transparency and communication to Account Executives regarding the status of their Sales Pipeline

First Horizon National Corporation

1996-2009

First Horizon National Corp. (FHN) provides financial services through 700+ offices, with more than 13,000 employees located in 43 states. The corporation evolved into one of the nation's most respected bank holding companies from its roots as a small bank in 1864.

Vice President - Enterprise Technologies Support Services **2003-2009**

Incorporated multiple redundant technology organizations into a single shared services organization that increased my scope of leadership responsibilities while streamlining processes and improving the overall client experience. This consolidation of redundant services created over \$10 million annual savings to First Horizon National Corporation.

Served as the Senior Leader of a staff of 100+ technology professionals specializing in the areas of service desk, wireless services, client/field services, identity access management, technology procurement, asset management, vendor management, configuration services, talent management, project management, IT governance/strategy, and IT finance.

Managed an annual budget of over \$110 million. Under my leadership, the IT Operating Expense as a percentage of Total Operating Expense was more than 10% lower than the industry average published by Gartner.

Implemented Operational Excellence management practices that focused on eliminating barriers to productivity. Resulting in annual savings of over 15% (over \$13 million) without sacrificing the Service Level delivered to our clients.

Successfully built and presented the business case and managed the subsequent outsourcing of the Service Desk resulting in an additional annual savings of \$700K+.

Developed and presented to C- level management on a monthly basis general controls and key metrics in the areas of IT Governance and Finance that resulted in additional cost control, cost transparency and ensured strategic alignment with the business segments.

Built a climate that fostered high performance, innovation, attainment of goals and objectives, leading to high job satisfaction of team members as reflected in annual Employee Survey results placing me in the top 25% of all managers surveyed within First Horizon National Corporation.

Vice President – Telecommunications

2001-2003

Managed the Enterprise's Voice/Data Infrastructure consisting of Cisco, Avaya, Nortel, Siemens phone systems and network gear.

Designed and Implemented the Managed Service Model, strategy, and Operational Guidelines for the organization.

Directed a team of 20 professionals in the areas of Voice/Data Engineers, Provisioning Specialists, IMAC Technicians.

Managed the voice/data infrastructure for 700+ offices located in 43 states.

Responsible for establishing the technology connectivity for all office openings and relocations.

Negotiated service agreements with service providers resulting in significant discounts and favorable agreements.

Vice President – Regional Support Services

1998-2001

Created a service model and methodology based upon the vision and strategic direction established while AVP responsible for Help Desk Operations.

Served as a change agent through effective adjustment of processes, created a vision and direction that resulted in increased ratings in all areas of Customer Satisfaction Surveys within the first year of operation.

Worked with seven Regional Presidents throughout the U.S. to build relationships, open lines of communication and ensure that the enterprise technology vision and strategy aligned properly with the business vision and strategy.

Assistant Vice President- Help Desk Operations

1996-1998

Initially hired by First Horizon to establish a Technology Help Desk to support five different mortgage companies held by First Horizon.

PROFESSIONAL REFERENCES and PROFILE SUMMARY

Available on LinkedIn

www.linkedin.com/joelfriedman68

Website :

www.theJoelFriedman.com

Leadership Blog:

www.theJoelFriedman.com/Insights

Podcast Interview:

[Century Payments Podcast](#)

Century Payments Case Study:

[Microsoft Case Study](#)