

# BOB COOK, MBA

Elizabeth, CO

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## EXECUTIVE LEADERSHIP ◆ Information Systems Instructor ◆ STRATEGIC CORPORATE VISIONING/BRANDING

*Continuous Improvement*

◆ *Global Talent Acq*

Proud US Military Veteran and savvy, innovative Executive with more than 15 years of experience leading organizations, providing expert business transformation services and cutting-edge technology solutions for multiple corporations. Ability to streamline organizational production through restructuring policies and procedures, operations, technology advances, finances, customer service ratings and team productivity. Maintain an uncompromising focus on high quality standards and bottom-line profit improvements. Excel at turning under-producing businesses into companies that work efficiently and compete in the broader market. Exceptional academic qualifications, including a Master of Business Administration degree in Management Information Systems from Wayland Baptist University.

### SELECTED HIGHLIGHTS

- Expertly instruct on information concepts and methodologies associated with the development of business information systems and their effective application to business problem solutions.
- Cover various topics, including essential oral and written communication tools and strategies used in communicating in technology organizations; using visual representations to communicate technical and specialized information for a variety of audiences; crafting technical and specialized artifacts for training and development purposes; information systems and strategy; tools and techniques within the Software Development Life Cycle; Big Data and knowledge management; The Web, E-Commerce, and M-Commerce; enterprise information systems; business intelligence and decision making; ethics, privacy and security, and collaborating with technology.
- Overhauled training department to provide training for 1,700 movie theaters throughout the US.
- Created Instructional System Design materials provided to customers for understanding of software usage.
- Trained over 500 Air Force, Army, and Navy in Electrical system theory, design, and construction.

### CORE COMPETENCIES

- |                                       |                                    |                            |
|---------------------------------------|------------------------------------|----------------------------|
| ▪ Instructional Systems Design        | ▪ Undergraduate Training           | ▪ Solutions Development    |
| ▪ Information Technology Advancements | ▪ P&L Management                   | ▪ Corporate Acquisitions   |
| ▪ Engineering Management              | ▪ Enterprise Infrastructure Design | ▪ Team Management/Building |
| ▪ Software Development Life Cycle     | ▪ Project/Product Management       | ▪ Technology Leadership    |
| ▪ Human Resources Management          | ▪ Power Business Intelligence      | ▪ Business Development     |
| ▪ Revenue Generation                  | ▪ Training/Development             | ▪ Client Relations         |

### PROFESSIONAL EXPERIENCE

**BC Industries**

◆ **Elizabeth, CO** ◆ **2015**

#### Independent Consultant

Utilize extensive technical skills to provide technology consulting for technology and media startup organization. Effectively develop a proprietary platform to deliver business to consumer, business to business and training content to clients, cinema screens and over-the-top (OTT) programming for other "second screen" platforms.

- Meticulously review market analytics to prepare a unified business strategy to produce more than \$2 million in revenue for the first year.
- Proficiently develop RFP for vendor selection to develop a proprietary platform to deliver live events to more than 1 million viewers.
- Expertly design application architecture for multi-platform content delivery to a global audience more than 1 million simultaneous views.
- Create script to allow remote launching of the live streaming application, efficiently saving 50 man hours per event.
- Engineer single board computer devices to deploy to cinemas nationwide, reducing per screen costs by 90%.
- Architect secure remote access solution, allowing remote management of thousands of devices.

- Advise on short- and long-term strategic initiatives to maximize deployment of internal and external resources.
- Develop responsive design landing pages to display multiple simultaneous live channels to a global audience.
- Create department and event-specific services budgets to ensure profitability and long-term corporate investment.
- Expertly advise on contract development and specific intellectual property language to ensure company protection for services.
- Provide technical oversight for consumer-facing technology solutions, ensuring optimal and interactive experience.
- Effectively negotiate resource assignments and vendor selection for cloud platform development of cross-platform OTT solution to increase organizational efficiency.
- Proficiently customize the operating system to optimize content playback for a variety of content file formats.
- Integrate live streaming solution allowing live and interactive content broadcast to multiple platforms globally.
- Manage design, implementation, maintenance and enhancement of cloud platform to enhance system efficiency.
- Design and produce custom 3D printed device enclosures to ensure client's branding is prominent on each device.
- Implement unique audio solutions on each device to ensure audio for cinema playback, and create cloud-hosted remote management solution for remote management of each endpoint device.
- Proficiently create a common cloud-based technology strategy incorporating multiple vendors and in-house developed platforms.
- Manage third-party developers in the development of the cross-platform mobile app to provide audience interaction during events to increase customer satisfaction.

**Southern New Hampshire University**

◆ ~~Denver~~, CO ◆ 2015

**Adjunct Professor**

Provide students with the necessary level of information technology education about understanding uses and roles of information systems in business organizations.

- Expertly instruct on information concepts and methodologies associated with the development of business information systems and their effective application to business problem solutions.
- Teach major issues of managing information technology in the contemporary business environment and the relationship between organizations' structures and information technology.
- Cover various topics, including essential oral and written communication tools and strategies used in communicating in technology organizations; using visual representations to communicate technical and specialized information for a variety of audiences; crafting technical and specialized artifacts for training and development purposes; information systems and strategy; tools and techniques within the Software Development Life Cycle; Big Data and knowledge management; The Web, E-Commerce, and M-Commerce; enterprise information systems; business intelligence and decision making; ethics, privacy and security, and collaborating with technology.

**AAA Colorado**

◆ ~~Denver~~, CO ◆ 2014

**Vice President, Auto Services**

Oversaw automotive services and directly related technical operations and development. Conducted needs assessments, capacity planning and cost/benefit analyses to determine call center operational strategies; evaluated and selected state-of-the-art technologies; defined user requirements; established technical specifications and production, productivity, quality and customer-service standards.

- Managed deployment of data warehouse, leveraging data analytics to reduce overall response time by 30%.
- Evaluated customer survey data trends and adjusted service delivery methods to lower response times 20 minutes.
- Oversaw deployment of quarterly software updates to critical enterprise systems with 0% production downtime.
- Expertly deployed data analytics tools to provide visibility into company operations, driving a 10% increase in automotive operations.
- Coordinated resource assignments for IT development staff in architecture and design of a new web-based vendor portal to increase project efficiency.
- Provided leadership in the evolution of company's technology infrastructure, moving toward cloud services for key systems to ensure maximum system efficiency.

- Developed multi-year technology strategy to enhance operations and leadership in the roadside assistance vertical.
- Recommended database schema changes to maximize the amount of usable data available to business stakeholders to aid in decision-making activities.
- Created electronic member survey process to provide a workflow for real-time member feedback and response to service to enhance member satisfaction.
- Utilized P&L, balance sheet, cash flow, and income statements to ensure financial viability for the distant future.
- Maintained awareness of industry trends and adjusted performance levels to maintain market leadership.
- Developed and aligned automotive services' strategic plans in support of the company's strategic plan.

**FulCircle Inc.**

**◆2011 Denver, CO ◆2012**

**Senior Vice President, Operations and Client Services**

Managed all company operations, including Finance, Human Resources, IT, Development, Account Management, Sales, Marketing, Call Center, Warehouse and Printing, for an organization with more than 200 employees across locations in Denver and La Junta, Colorado.

- Created and executed strategies to achieve more than \$10 million in new revenue, leading to the purchase of the organization.
- Reduced bad debt by 20% in three months, resulting in a \$500,000 positive impact to the company bottom line.
- Created a five-year technology roadmap to upgrade critical company infrastructure totaling \$3 million.
- Instituted re-bid process for vendors to ensure best of the breed and reduce overall accounts payable, saving \$75,000.
- Rolled out \$300,000 leading-edge business information software, utilizing customer data to predict future client needs more accurately.
- Guided design and vendor selection to update network architecture, reducing telecom costs by \$1 million annually.
- Completed design and bid process for a \$2 million Call Center switch, upgrading technical abilities of contact centers.
- Successfully started regular development code review process, improving overall QA scores and decreasing development costs by 10%.
- Designed implementation of data center migration to a collocation facility, effectively reducing hardware and maintenance costs by 40%.
- Proactively architected a personal development and incentive plan, reducing employee turnover to less than 20% in the Call Center.
- Changed reporting structure and organization of contact center to increase service levels from 76% to 85%.
- Initiated work-from-home policy to increase Client Services deliverables by 50%.
- Negotiated shipping rates across multiple carriers to reduce annual shipping costs by \$350,000.
- Championed improvements in cashiering department processing more than \$130 million in payments.
- Collaborated with Human Resources, creating an implementation plan for more than 200 employees affected by the Health Care Act.
- Managed account managers are generating an additional \$2 million in annual revenue from existing clients.
- Increased program services utilization by 30% and service levels by 20%, and reduced operating costs by \$60,000.
- Implemented and customized application for client registration needs, increasing event attendance by 80%.
- Launched new project management software-as-a-service solution to reduce onboarding costs by \$2,000 per install.
- Championed re-design of client payment processing to increase overall accuracy to 99.95%.
- Instituted new procedures reducing onboarding of new clients from eight weeks to below four-week average implementation.
- Leveraged existing client relationships to build business development opportunities, increasing revenue by 4%.
- Developed company's first comprehensive IT security and business continuity plan, increasing uptime to 99%.
- Effectively provided leadership and vision to the organization, developing short- and long-range strategic roadmap and financial plans.
- Rolled out development methodologies for .NET development team, greatly reducing time to market.
- Utilized clarity, humor, well-defined goals and work ethic to create a positive and creative culture throughout the

company.

- Oversaw development and implementation of financial reporting, IT and telecom infrastructures to enhance organizational productivity.
- Directed migration to cloud technologies to increase organizational efficiency.
- Played a key role in PCI DSS certification requirements, creating an action plan for items found in the annual audit.
- Initiated rollout of Sarbanes-Oxley compliant procedures following company purchased by a publicly held entity, ensuring compliance.
- Launched an IT cross-training program to ensure all critical systems knowledge was shared throughout the department.
- Institutionalized a disaster recovery plan to confirm all data and services would continue after an emergency.
- Implemented cross-departmental collaboration initiatives, increasing operational efficiencies and organizational effectiveness.
- Instituted stakeholder review process to ensure business needs were documented and met in the development process.
- Played a key role in corporate operations management and development of new products and services to meet market needs.
- Developed strategies to manage and retain talent inside the organization and enhance leadership strength.
- Provided a positive escalation point for clients, ensuring their comfort that any issues were appropriately handled.
- Deployed client-facing portals to provide clients with real-time reporting of all call center, fulfillment, and cashiering activity to increase client satisfaction.
- Re-architected customer requirements process, reducing development lifecycle timing and time-to-market.
- Assessed current assets, including technology, process and people systems, expertly proposing enhancements to increase efficiency.
- Coached newly promoted trainers within the organization in adult learning methodologies that adhered to American Society for Training & Development standards to increase training efficiency.
- Re-designed process and format for quarterly customer business reviews, significantly reducing the time needed.
- Created a 360-review within the Client Services team to ensure each member provided the highest service to clients.

#### **National CineMedia**

◆2002◆2005  
◆2002◆2005

#### **Director, Exhibitor Relations and Training**

Spearheaded a team that coordinated communication, execution, auditing and compliance of all advertising programs in more than 17,000 screens and 1,700 movie theaters nationwide. Provided leadership for sourcing, negotiating and maintenance of new exhibitor agreements for advertising and Fathom events.

- Managed \$2 million operations budget, repeatedly exceeding department goals, ending the year 2% under budget.
- Instituted web-based communication and tracking application, reducing theater advertising and event execution errors by 80%.
- Implemented event business management system, increasing event execution for Fathom events by 90%.
- Played a key role in design and testing of first centralized theater database, saving \$1 million in advertising costs.
- Saved \$150,000 annually, leveraging E-learning and distance learning capabilities to efficiently communicate event details to theaters.
- Managed communications with 1,700 US movie theaters to ensure accurate execution of onscreen advertising.
- Negotiated agreements with US movie exhibitors, providing a platform for \$40 million Fathom division.
- Revamped auditing procedures to increase advertising execution compliance from 67% to 98%, or \$105 million.
- Spearheaded changes to auditing reporting and procedures that led to a \$4 million reduction in client-make goods.
- Overhauled training department to provide training for 1,700 movie theaters throughout the US.
- Produced company first and highly unique \$140,000 video training modules to use in theaters throughout the US to increase training efficiency.
- Served as the point person to ensure critical theatre-specific data was transferred from new exhibitors to the company within five business days.

- Expanded shift coverage to seven days per week to expand theater support capabilities and decreased personnel costs by 4%.
- Leveraged Twitter to receive real-time ad issues from trainers in the field, increasing theater compliance by 20%.
- Utilized P&L and expense analysis statements to ensure departmental finance objectives were achieved.
- Audited departmental financial statements to confirm accurate quarterly reports and guidance to SEC and street.
- Translated sales organization needs into an actionable plan to boost theater involvement in successful ad deployment.
- Created NCM Institute, providing training to personnel in job specific and soft skills to increase staff skill levels.

### **Maptuit Corporation**

↔2008↔, CO ↔2001

#### **Vice President, Customer Service**

Directed customer services and project management groups for this \$10 million software provider in trucking logistics, locations-based services and traffic application markets. Expanded services provided in three product categories while minimizing team growth to maintain an aggressive P&L. Managed a multi-national staff in the US and Canada.

- Deployed \$4 million satellite-based routing and fleet tracking software for Swift Transportation in Memphis, TN.
- Utilized routing algorithm settings to reduce client fleet incidents by 4% for approximately \$30 million in savings.
- Utilized extensive budgeting skills to create first departmental budgets and financial reports for this startup organization in coordination with finance consultant.
- Skillfully wrote first customer contract agreements provided to outside attorneys for review and implementation.
- Collaborated with Marketing VP to design, construct and deploy marketing campaign to target prospective clients.
- Began implementation of ITIL processes to create an environment of continuous improvement with the service team to enhance team efficiency.
- Reviewed customer operational procedures, providing technical recommendations on how to best utilize company's applications to increase customer satisfaction.
- Guided teams of customer support personnel in Colorado, Texas and Toronto, Canada, to provide exceptional customer service.
- Translated client-desired routing behavior into routing algorithm input variables to increase overall routing safety.
- Provided day-to-day management of Software Engineering, ensuring on-time delivery of all development products.
- Leveraged systems to implement client-specific customizations to ensure safe routing for client fleet.
- Created requirements for FleetNav, a web-based fleet tracking application to allow clients to track high-value loads.

### **ASAP Automation**

↔2001↔, KY ↔1999

#### **Director Operations, Engineering**

Responsible for the day-to-day Project management and design of Manufacturing and Distribution center automation systems. Oversaw all aspects of software and hardware product lifecycle. Managed ongoing strategic relationships with key ASAP customers such as; Avaya, Roche Pharmaceuticals, Shaklee and others.

- Implemented a state of the art \$5M logistics automation system for Avaya technologies, Westminster, CO.
- Project Managed laser fruit sorting automation system for Hale Groves in Vero Beach, FL., for \$2M in revenue.
- Assisted in the Engineering of a \$2.5M logistics automation system for Shaklee products in Orange County, CA.
- Created design specifications for software enhancements to development teams in Kentucky and Bangalore India.
- Managed software and training teams creating state-of-the-art manufacturing and distribution software.
- Created Instructional System Design materials provided to customers for understanding of software usage.

### **United State Air Force**

↔1992↔, TX

↔1992

#### **Electrical Systems Specialist - Electrical Systems Instructor**

Installed, maintained, repaired, troubleshoot and engineered underground and overhead primary and secondary electrical distribution systems. Maintained, repaired security and airfield lighting systems. Member of both Prime BEEF

(Base Emergency Engineering Force) and Red Horse (Rapid Engineer Deployable Heavy Operational Repair Squadron).

- Stationed at Offutt AFB, Omaha, NE to support base electrical systems engineering squadron and deployment units.
- Deployed to Riyadh FOB, Kingdom of Saudi Arabia in support of Operation Desert Storm.
- Deployed to Homestead AFB, FL for Humanitarian support following hurricane Andrew.
- Deployed to Guantanamo Bay Cuba for Operation Sea Signal to support refugees during Haitian crisis.
- Transferred to Sheppard AFB, Wichita Falls TX to perform instruction in Electrical Systems.
- Trained over 500 Air Force, Army, and Navy in Electrical system theory, design, and construction.
- Number one choice to accumulate and develop Mission Ready Technical curriculum for 3 months of instruction.
- Awarded Airman of the Year for the 782nd Training Group, Sheppard AFB, TX.
- Maintained, and managed 200 software programs and 100 squadron computers totaling more than \$300K.
- Designed and calculated requirements for 18 cable splicing workbench trainers.
- Led training of 36 instructors in completion of required core task requirement to meet their skill levels.

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**EDUCATION**

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**Wayland Baptist University, Plainview, TX**

*Master of Business Administration – Management Information Systems*

**Wayland Baptist University, Plainview, TX**

*Bachelor of Science – Education/Electrical Mechanical Engineering*

**Wayland Baptist University, Plainview, TX**

*Associate of Science – Instructor of Technology / Electrical Mechanical Engineering*

**ITT Technical Institute, Aurora, CO**

*Associate of Science –Electronic Engineering Technology*

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**ADDITIONAL CREDENTIALS**

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<b>TECHNICAL SKILLS</b>	Salesforce, Workday, Blackboard, Canvas, HTML/CSS, Java, Python, WEAVED protocol, Amazon Web Services based cloud platform, Digital Audio encoding, Agile / Scrum, SplendidCRM, Linux, SQL, MS Office, Google Apps, Visio, MS Project, Lucidchart
<b>MILITARY EXPERIENCE</b>	Electrical Systems Specialist, United States Air Force
<b>PROFESSIONAL DEVELOPMENT</b>	<ul style="list-style-type: none"> <li>▪ Understanding Financial Statements and CEO’s and Corporate Governance, AAA Colorado</li> </ul>
<b>VOLUNTEERING EXPERIENCE</b>	Boy Scouts of America / YMCA of Metropolitan Denver
<b>INTERESTS</b>	Training, new technology, investing, four wheeling, outdoors

**Detailed Professional References Available upon Request**

