

TOMMY FOX

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Business and Technology Leadership and Management

Innovative business and technology leader with extensive global business and engineering management with operational execution leadership skills to meet the deadlines. Expertise in leading new business growth, acquiring new customers and markets to produce profitable products and services.

Adept at producing and marketing customer solutions by addressing customers' needs transforming ideas into high-value products and services while minimizing business risk. Consistent record of increasing revenue, directing business operations, managing cost and cash flow and leading highly effective teams.

SELECT ACHIEVEMENTS/KEY TALENTS

Leading Business Transformations

- ◆ Acquiring new customers – won new accounts and delivered enterprise solutions to 300 customers from Global 500
- ◆ Turnaround - \$225. M LBO turnaround from major losses to profitability with strong recurring revenue in 2 years
- ◆ Business/product strategy – chartered new strategy for tier 1 retail software/services leading to Oracle acquisition

Leading New Business Initiatives / Thrusts

- ◆ eCommerce division creation – delivered supply chain solution to 12,000 customers transacting \$1. B of B2B orders
- ◆ Strategic business unit – founded and grew \$50. million solutions business worldwide
- ◆ International operations – established/managed international operations and customer support spanning 28 countries

Growing Revenue and Producing Product Segment Leaders

- ◆ Propelled enterprise eCommerce - to transact \$3. million per day and with big data analysis and analytics
- ◆ Catapulted 11 products to market-segment-leaders - achieving #1 market positions in enterprise software segments
- ◆ Produced over \$2. billion revenue – solution creation, product management, marketing of 20 enterprise product lines
- ◆ Achieved *Wall Street Journal* front page article - with customer testimonial on our new class of enterprise solution

PROFESSIONAL EXPERIENCE

Optimal Electronics, Corporation, Austin TX **Chief Operating Officer (COO)**

2008 - Current

Managed operations and transformed business to profitability growing re-occurring revenue and strategic account revenue. Delivered run-the-business Lean Manufacturing Execution System (MES) solutions for worldwide electronics manufacturers (e.g., 3M, Digi International, BAE Systems, Banner Engineering, Continental Automotive, Flextronics, Magna Electronics, National Instruments, Rockwell Automation, and Rockwell Collins)

- Achieved business turnaround after surviving through a frozen capital market, grew revenue 129%, paying off debt and returning the business to profitability by teaming with the development team, executives and BOD.
- Drove strategic lean manufacturing MES business solution sales worldwide with appealing 6-9 month ROIs.
- Industry 4.0 Smart Factory solutions comprised materials management, traceability, quality management, and process enforcement with linkage to ERP systems (e.g., SAP & Baan).
- Directed customer solution implementation and customer support worldwide delivering customer lean manufacturing initiatives and achieving required standards (e.g., ISO 9001, ISO 13485:2003).
- Managed operations, P&L, cash flow, stock capitalization, shareholder communication, BOD reporting, HR and IT.

KERSHNER TRADING GROUP, Austin, TX

2005 – 2007

VICE PRESIDENT OF ENGINEERING

Orchestrated product innovation and development for a financial securities trading and technology firm. Led transformation of concepts into business-flexible solutions and facilitated production rollouts to implement strategic product roadmap. Planned, architected and developed next generation trading applications including fault-tolerant frameworks delivered in cloud solutions.

- Grew business revenue significantly, from reported \$18. million in 2005, in only 2 years.
- Created next generation trading platform frameworks, applications, and order management system.
- Delivered new class of business trading solutions including semi-automated trading with business analytics and complex event processing to automate trade execution.
- Achieved 862% performance improvement in market exchange data message handling solution in 6 months.
- Delivered continuous real-time validation of production systems increasing quality.

LAYEREDROCK SOFTWARE, Austin, TX

2002 - 2005

CEO / VICE PRESIDENT OF PRODUCTS

Founded a business specializing in real-time enterprise solutions enabling strategic business planning. Produced analytical modeling and analysis solutions to address uncertainty and risk. Led product strategy, positioned brand and products, and managed customer relations and led customer service delivery. Created a new class of business decision analytics solution.

- Created a market unique economic analysis solution for business managers addressing business uncertainty by addressing financial analytical modeling and dynamic risk decision analysis.
- Directed marketing holding focus groups, identified market target and executed marketing and partnership plans.
- Led market research and strategy for a Web-based software trading solution, for financial services market, establishing a new market segment for the business and producing a product segment winner.
- Established business operations, led product management, marketing, and managed finances.
- Achieved 272% profitability improvement with Decision Analysis software for customer's business initiative.

ACTIVANT, (a Hicks Muse Capital private equity LBO) Austin, TX

1998 - 2002

VICE PRESIDENT, ECOMMERCE & NETWORK PRODUCTS DIVISION

Led key elements in turning around of company along with the C-level team for Hicks Muse Capital as part of private equity LBO process. Established new Internet products and services division, and established a new business joint venture. Managed division's engineering, marketing and product management teams. Established and ran cloud SaaS delivery solutions. Directed company-wide business initiatives (PMO). Carried out corporate reporting to HM Capital and BOD.

- Established eCommerce software division creating recurring product revenue of \$1. billion yearly eCommerce transactions. The eCommerce supply-chain solution drove significant product upgrade revenue and margin.
- Completed successful turnaround, reversing \$50. million per year loss in 2 years to profitably while reducing \$100. million public bond debt and maintaining \$225. million annual revenue.
- Achieved major market penetration into 2,500 B2B customers with supply chain solution delivering recurring revenue.
- Established joint venture with key business partners. Defined charter strategy, directed business plan creation, closed partner contracts and set up advisory BOD. Joint Venture achieved 66% market share in its market segment within one year.
- Attained #1 product positions for eCommerce, Supply Chain Management, and Big Data/Analytics developing and delivering these solutions across our industry segment.
- Closed 2 national account deals revitalizing legacy offering with Internet solution assuring fiscal year's financial plan.
- Conducted M&A activities.

360COMMERCE (acquired by Oracle), Austin, TX

1997 - 1998

VICE PRESIDENT, BUSINESS & PRODUCT STRATEGY

Chartered new business, marketing and product strategies shifting business from pure services to a customizable product with services transforming company's market role. Initiated and directed in-depth marketing research setting new marketing strategies redirecting company on new growth and profitability path. The new strategy established new business sales momentum and value with F500 Tier 1 Retailers, our customers.

- Carried out major strategic business/product review and developed plan to migrate company's focus from services to products and services, resulting in attainment of venture capital, growth and company sale to Oracle.
- Conducted extensive market study, analysis and directed the creation of business, marketing and product plans.
- Delivered new marketing and business strategies and plans based on extensive market research containing a full complement of competitive analysis, customer focus groups, financial plan and SWOT analysis with scenarios.
- Defined IP strategy for the business, established development team and led product management and development.
- Delivered product strategy and plan in 90 days including prototype and made the business decision to switch.
- Produced product segment leader, Point of Sale with customizable workflow, for Tier 1 retailers.

TEXAS INSTRUMENTS, Austin, Houston, Dallas, TX / Europe / Asia

1987 - 1997

STRATEGIC BUSINESS UNIT DIRECTOR, WORLDWIDE ENTERPRISE SOFTWARE

Established and managed enterprise software product and solution business including marketing, product management, business partnerships and engineering with a worldwide customer base. Created and directed multinational team and organization of several hundred staff to market, product manage and develop software and services. Directed marketing, partnership and offering strategies and execution plans.

- Managed business, strategies, software engineering, and P&L directing Enterprise Software Business Unit focusing on Airlines, Financial, Health Care and Manufacturing industries delivering \$50. million as part of \$310. million in division revenue, with operations spanning 28 countries.
- Managed/developed product segment leaders in enterprise software and artificial intelligence solutions. Setup and managed knowledge engineering teams worldwide and managed client AI service delivery.
- Captured 300 companies as customers from Global 500, based on creating and delivering high-value products.
- Increased sales from \$200. million to \$250. million in 2 years.
- Managed TI's Digital Systems Group strategic partnership with Sun Microsystems.
- Corporate spokesperson for customers, press, industry analyst and financial analyst.
- Produced product segment leaders in Decision Support Software, Knowledge Engineering and Funds Transfer.
- Made *Wall Street Journal* front page with a story featuring customer citing product as a new class of enterprise system.
- Led M&A activities.

EDUCATION

- **EXECUTIVE MBA**, University of Texas, Austin
- **MS IN COMPUTER SCIENCE**, Southern Methodist University
- **BS IN ELECTRICAL ENGINEERING**, Texas Tech University

PERSONAL WEBSITE

[Http://www.tfoxleadership.com](http://www.tfoxleadership.com)

LINKEDIN

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