

TOMMY FOX

10105 Pickfair Drive
Austin, TX 78750

512-335-9372 office, 512-658-3588 cell
tfox.austin@gmail.com

BUSINESS AND TECHNOLOGY EXECUTIVE MANAGEMENT: BUSINESS UNITS, PRODUCT AND STRATEGY MANAGEMENT, TECHNOLOGY AND SOFTWARE MANAGEMENT

Talented and innovative business and technology executive with extensive global background in software and high tech business management, business strategy, product management and engineering. Expertise in leading new business creation powered by product innovation, marketing and development, delivering profitable solutions and acquiring new customers and markets. Adept at producing and marketing product segment leaders by addressing customers' needs transforming technology into high-value products and services. Consistent record of increasing revenue, directing business operations and leading highly effective teams.

KEY TALENTS / SELECT ACHIEVEMENTS

Leading Business Transformations

- ◆ Acquiring new customers – won new accounts and delivered products/solutions to 300 customers from Global 500.
- ◆ Turnaround - \$225.M LBO turnaround from major losses to profitability with strong recurring revenue in 2 years.
- ◆ Internet enable - \$300.M CASE tools business allowing customers to deliver Web or client/server applications.
- ◆ 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.
- ◆ Joint-venture creation – established eCommerce business with partners dominating segment market share (66%).
- ◆ Strategic business unit – founded and grew \$50.M software and solutions business spanning 28 countries worldwide.
- ◆ European support center – established/managed European technical support organization for Texas Instruments.

Producing Product Segment Leaders

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

Quality and Continuous Learning

- ◆ Extensive quality training and management background including: Duran, Demming, Malcolm Baldrige (TI won the award), Total Quality Management, Manufacturing Lean Processes, Kaizen, Juran, Six Sigma, Software Engineering Institute at Carnegie Mellon University and the Software Quality Processes (Capability Maturity Model for Software), Business Process Improvement Re-engineering and ISO 9000 certification.

Executive Management • Software Business Units / Divisions • Product Management • Software Engineering
Strategic Planning • Product Innovation • Business Initiatives • PMO • Revenue Growth • P&L Management
International • Enterprise Software • Business Development • Technology Transformation • Analytics • SaaS
eCommerce • Business Intelligence • Financial Service • Supply Chain • Decision Support • Manufacturing • Middleware

PROFESSIONAL EXPERIENCE

TFoxLeadership Consulting, Austin TX
President

2008 - Current

Providing business transformation consulting by leading new business and technology initiatives/program/project management, business planning with economic evaluation and analysis, and M&A due diligence consulting services. Delivering business planning, project management, economic modeling and analysis with risk analysis and analytics for forward looking plans with high uncertainty.

KERSHNER TRADING GROUP, Austin, TX

2005 – 2007

VICE PRESIDENT OF ENGINEERING (AND MARKETING)

Orchestrated software product innovation and development, and direct marketing for a financial securities trading and technology firm. Led transformation of product concepts into business-flexible software and facilitate production rollouts to implement strategic product roadmap. Planned, architected and developed next generation trading client applications and order management system including fault-tolerant software frameworks with service-oriented architecture (SOA), C++, C# .NET, VMware and Web 2.0. Managed 3 direct reports and team of 21. Defined and executed strategic solution roadmap.

- 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.
- Achieved 862% performance improvement in data message handling (>500.K msgs/sec.) servers in 6 months.
- Delivered new class of rules-based and CEP search solution for auto-trading and dynamic business intelligence.
- Enhanced product development lifecycle efficiency by introducing agile methodology and quality processes.
- Developed marketing/branding/PR plans and executed market communication, logos, website, and collateral.
- Increased production product quality and reduced rework by introducing new embedded-testing into software products, allowing operations to continually validate application functionality of production systems.

LAYEREDROCK SOFTWARE, Austin, TX

2002 - 2005

VICE PRESIDENT OF PRODUCTS / CEO

Founded business specializing in real-time enterprise software and delivery of strategic business planning and business initiative management. Produced analytical software modeling and analysis tools to address uncertainty and risk. Led product strategy and business development. Recruited staff and advisory BOD. Positioned brand and products, managed customer relations and led customer service delivery.

- Established business operation, including legal structure, development of corporate and product strategy, and creation of 5-year business plan. Led product management and marketing, and managed finances.
- Directed marketing holding focus groups, identified market target and created marketing and partnership plans. Carried out product positioning, web site marketing, public relations and spokesperson.
- Developed market unique Decision Analysis for Business Managers product line addressing business uncertainty including financial analytical modeling and dynamic risk analysis decision software (Java). Filed for patents.
- Led market research and strategy for a Web-based (Java) software trading solution, for financial services market, establishing a new market segment for the business and producing a product segment winner.
- 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

Actively involved in turning around company for Hicks Muse Capital as part of private equity LBO process. Established new Internet products and services division, and led a new business partner joint venture. Managed marketing/branding/PR and was corporate spokesperson. Managed team of 42 in engineering plus marketing and product management teams. Established data centers, hosted Software-as-a-Service (SaaS) solutions and directed companywide business initiatives (PMO). Carried out corporate reporting to HM Capital and BOD.

- Completed successful turn around, reversing \$50 million per year loss in 2 years to profitably while reducing \$100 million public bond debt, and maintaining \$225 million annual revenue.
- Established new eCommerce software division creating recurring product revenue based on \$1.Billion yearly eCommerce transactions and driving significant legacy product upgrade revenue and margin.
- Attained #1 product positions for eCommerce, SCM, Trading-Partner Portal and Business Intelligence.
- Achieved major penetration into 2,500 clients with products winning \$10 million recurring revenue.
- Established significant multi-business partner joint venture including charting strategy, directing business plan, closing contracts and setting up advisory BOD. Achieved 66% market share in segment.
- Managed and developed 11 products in 7 categories: Trading-Partner Portal, eCommerce, eCatalog, Connectivity, Business Intelligence, CRM, and Supply Chain Management. (Java, WebSphere, BEA, Oracle, UNIX, Linux)
- Closed 2 national account deals revitalizing legacy offering with Internet assuring fiscal year's financial plan.

360COMMERCE (acquired by Oracle), Austin, TX

1997 - 1998

VICE PRESIDENT, BUSINESS & PRODUCT STRATEGY

Chartered new business, marketing and product strategies and plans shifting business from pure services to a customizable product with services transforming company's market role while establishing new momentum and customer value. Initiated and directed in-depth marketing research setting new marketing strategies shifting company on a new growth and profitability path.

- 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 creation of business, marketing and product plans.
- Delivered new marketing and business strategies and plans based on extensive market research containing 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 / development.
- Delivered product strategy and plan in 90 days including prototype and made the business decision.
- Produced product segment leader, Point of Sale with customizable workflow (Java/Oracle), for Tier 1 retailers.

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

1973 - 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 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 and delivering \$50 to \$310 million in revenue, with operations spanning 28 countries. (DSP, Java, C++, Oracle, DB2)
- Managed/developed product segment leaders: CASE tools, Message Oriented Middleware and Web Middleware.
- Captured 300 companies as customers from Global 500, based on creating high value products.
- Increased sales from \$200 million to \$250 million in 2 years for 5 major product lines.
- Managed TI's Digital Systems Group strategic partnership with Sun Microsystems.
- Corporate spokesperson for customers, press, industry analyst and financial analyst.

INTERNET BUSINESS UNIT DIRECTOR

- Produced product segment leaders in Decision Support Software, Knowledge Engineering and Funds Transfer.
- Made *Wall Street Journal* front page with story featuring customer citing product as new class of enterprise system.
- Previously held positions directing product management, marketing, engineering and international support.

EDUCATION

- **EXECUTIVE MBA**, University of Texas, Austin, TX 3.8 GPA
- **MS IN COMPUTER SCIENCE**, Southern Methodist University, Dallas, TX 3.8 GPA
- **BS IN ELECTRICAL ENGINEERING**, Texas Tech University, Lubbock, TX
- **PMI Project Management Professional** – continued education toward certification in progress

WEBSITE: www.tfoxleadership.com - leadership, business creation, product success, product/technology proficiency