

# Veronica Ann Williams, Kellogg MBA, PgMP®, PMP®, ITIL®

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## Transforming from Mediocre into Stellar

### CEO • COO • MANAGING DIRECTOR

Dynamic, visionary business leader with 25 years of experience successfully managing major programs, enterprise projects, revenue growth and profitability while leveraging technology to optimize performance.

#### CORE QUALIFICATIONS

- Profit and Loss Oversight
- Growth Management
- Strategic & Financial Planning
- Process Improvement
- Business Development
- Savvy Negotiator
- Strategic Partnerships
- Systems Design & Evaluation
- Develops High Performing Teams
- Author & Prolific Speaker
- Change & Risk Management
- Fortune 100 & Start-up firms

#### CAPABILITIES & ACHIEVEMENTS

- **Process Improvement:** Drive major reengineering efforts via delivery of complex solutions to multiple clients. Illustrates a profound understanding of how technology can be used to drive business transformation. Applied corrective actions to improve efficiencies and lower costs, by 23% and 16% respectively.
- **Business Development & Growth Management:** Identified, negotiated and closed static and recurring revenue deals including strategic partnerships with IBM, Cingular and others. Directed a team of contract and client employees in the launch and growth of the DiscoverIT™ Showcase to present emerging technology solutions to 250,000 industry professionals. Successfully delivered profits while sustaining growth in excess of 300%, generating more than \$14M and retaining 95% of clients.
- **Strategic Planning and Execution:** Develops the organizational mission, vision, objectives, structure, governance model, policies, processes and strategic plan for the organization. Excellent strategy formulation and business building capabilities. Develop, evaluate and implement strategies that are aligned with business imperatives, and understand the implication of both local and global strategic activities.
- **P&L Management:** Establish and maintain fiscal and budgetary controls of firm's revenue, partner billings (Service Level Agreement), Development and Operational expenses. Effectively applies cash management techniques to limit financing costs.
- **Web/ e – Commerce Solutions:** Proficient in all phases of web application solutions – from assessment and design, to production, to full operations and maintenance. Knowledgebase covers development technologies, electronic payment processing, data security, search optimization, mobile and wireless.
- **Large-scale, Complex Systems Management:** Led large teams in the delivery, installation and implementation of large-scale client server computing systems and telecommunications systems for the State of New Jersey, a Wall Street Exchange and other enterprise firms.

#### CAREER TRACK

MANAGING DIRECTOR ACT, INCORPORATED	1993 - Present South Orange, New Jersey & Washington, District of Columbia
BUSINESS DEVELOPMENT / TERRITORY MANAGEMENT FUJITSU / IBM / UNISOFT	1988 - 1993 California / Connecticut / New York
PRODUCT / FINANCIAL MANAGEMENT / BUSINESS PLANNING AT&T	1982 – 1988 New Jersey / New York

#### LEARNING CREDENTIALS & CERTIFICATIONS

MBA – Kellogg Graduate School of Management, [Northwestern University](#) Evanston, Illinois ♦ [a M7 MBA Program](#)

MBA Exchange Student - [École Supérieure des Sciences Économiques et Commerciales, Cergy, France](#)

B.A., Economics, [Brandeis University](#), Waltham, Massachusetts

[PgMP](#)® (No. 1293633) & [PMP](#)® (No.1229845) – [Project Management Institute](#), Newtown Square, PA

[ITIL](#)® version 3 (No. 4279820.983736) – [EXIN International](#), Utrecht, The Netherlands S

Arbitrator Chair – [FINRA](#), New York, NY (No. A57380)

Judge – [Molson MBA International Case Competition](#), Montréal, Quebec, Canada

[PgMP](#), [PMP](#) & [FAC P/PM Instructor](#) – [DiscoverIT™](#) S. Orange, NJ & [Learning Tree International](#), Reston, VA