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P R O F E S S I O N A L   R E S U M E
Jon E. Seidel

| **SUMMARY** | Over twenty-five years engaged in all aspects of management consulting and information systems (independent consultant since 1979), including significant management, budgetary, and technical experience in operations, systems programming, and large-scale application |

design and development. International experience (Europe, Asia) performing business workflow and sales order administration audits. Recent engagements include Information Technology Audits, and due-diligence reviews for prospective outsourcing agreements. Special expertise in Technology Turnaround™ consulting and technology planning and management for business. Other specialties include: Computer-Aided Software Engineering (CASE); vendor/product selection; strategic automation planning; litigation consulting.

| **APPLICATIONS** | Sales Order Administration,; Sales Force Automation; Customer Satisfaction; Product Management; ERP; Check processing and related applications; Student registration, scheduling, and state reporting systems; Election tally systems, EEOC compliance |

evaluation and reporting; Medicaid, Medicare, Claims processing, Hospital patient accounting systems; systems evaluation and selection; Order entry, job-order tracking, billing; Statistical analysis and reporting; Configuration management; Computer-Aided Software Engineering; litigation consulting.

HIGHLIGHTS

Directed the Customer Satisfaction effort for a telecommunications products company, including implementation of an Annual Customer Satisfaction Survey, and monthly Transaction Monitoring Surveys for the Professional Services organization. Program identified issues to executive management, and outlined necessary action steps to improve results.

Assessed potential outsourcing agreement for a major Bay Area transportation and logistics company, to ensure adequate due-diligence. Assessment included site visits, world-wide customer references, financial considerations, and contractual agreements. Findings resulted in further contract negotiations and eventual positive conclusion to the deal.

Audited sales order administration functions in Europe (London, Amsterdam, Weisbaden, Paris) and Asia (Taipei, Hong Kong, Beijing) for several organizations. Focus was on identifying bottlenecks, building bridges between US and foreign operations, developing business enhancements, and implementing recommended changes. Solutions included policy, business workflow, and IT system changes to improve processing efficiency. Enhancements resulted in reduced error rates and faster order processing.

Reviewed the project management and marketing processes for a software developer, identifying major bottlenecks and inefficiencies. Recommendations included and improved Stage-Gate process and new approaches to managing the flow of product requests and subsequent development activities. One outcome was a web-enabled Request For Enhancement website designed to streamline the enhancement process.

Managed IT department for a Silicon Valley software manufacturer during company restructuring and turn-around. Delivered $500,000 annual savings (15% reduction) while increasing service levels with reduced staff. Coordinated Year2000 project start-up.

Managed technical web-site development activities for a prominent Silicon Valley graphical workstation manufacturing company. Duties included: clarification of HTML and CGI specifications; interface between users and technical stuff during development; planning and tracking performance; testing; final delivery and installation. Project was delivered on-time and under budget.

Directed the Y2K program for a Silicon Valley company, including product and operational considerations, as well as coordination for all offices world-wide (Europe, Asia, Australia, Latin America). Program included formal product testing and certification. Certification program responsewas recognized by end-user customers as being "most effective". Y2K preparedness was performed at minimal cost, publicized to major customers, and received praise for adding business value.

Consulted to legal firms regarding prosecution of criminal and civil cases involving computer technology. Experience includes: technical review and recommendations; deposition support; and court hearing testimony.

Advised an Independent Software Vendor in the planning, design, and development of a vertical market, client-server application, and implemented recommended solutions. Activities included: project planning; quality assurance; systems assurance; development tool selection; project control office development; institution of measurement and metrics; training; mentoring.

Directed data processing organization for major East Coast state university. Accomplishments included support for extensive state-wide reporting system, professional staff development, budget reductions by unnecessary program elimination, and long-term technical redirection.

Managed corporate data center and systems programming staff with multi-million dollar budget responsibility. Accomplishments included successful conversion from 370/168's to twin 3033's, coupled via ACF/VTAM to remote sister center, and major reorganizations driven by expansion.

Reviewed client/server project development for a large, West Coast software developer, with recommendations for improvement focused on project management, systems assurance, data administration, change control, methodology, and tools usage.

Developed requirements, prepared RFP, identified, selected, and researched vendors/products, organized "demo-thons", and recommended product alternatives for a large hardware/software startup. Areas of involvement included: database server; local area network; telephone/voice/data capabilities, including ANI interface; manufacturing and distribution systems. System was based on HP/UX.

Researched characteristics of the check-processing environment as related to IBM's Check Processing Control System (CPCS) and prepared strategic planning report for a client company considering CPCS product development.

Organized client DP support function, including: initial review and recommendations; functional organization and documentation; liaison with other user and data processing groups; development and implementation of problem tracking and reporting procedures; standards development; staff training.

Participated in a state-of-the-art study of distributed processing and its potential for a large California corporation. The final report was presented to senior management and became the basis for future computer systems planning.

Developed and supported major enhancements to the Systems Development Methodology currently utilized by a major corporation, including consideration of the system lifecycle, structured design and programming, and management controls. Managed the unit responsible for implementing the methodology throughout one of the world's largest Banks, including strategic planning and education.

Prepared strategic planning recommendations for a major banking client regarding use of Local and Wide Area Networks in planned product rollout. Recommended deferral of LAN/WAN offerings, based on lack of cost justification in that environment.

Trained client staff on a variety of subjects, including: CICS Performance and Tuning; CICS Command-Level and Macro-Level Programming; COBOL and VSAM Programming; Project Development Methodologies; IBM's Display Management System (DMS); Structured Techniques. Education assignments frequently included customized course development to client's specifications and workshops.

Installed a systems development methodology for a large West coast firm. Functions included strategic planning, implementation team management, marketing, educational presentations to all levels of management and users, and developing enhancements to the installed methodology.

Consulted to various small business firms in the Bay Area on the effective use of microcomputers. Services provided include: hardware and software selection and installation; application system analysis, design, and implementation; user education; user's manual development; work flow analysis; and associated office and staff reorganizations (one client eliminated one administrative position out of four, based upon work flow analysis). Eleven years developing applications in a multi-user Basic dialect with C language subroutines.

Designed and implemented office automation products developed for the UNIX market. Products were developed under contract for licensing to a major communications vendor. The products provided data management and spreadsheet capabilities, to be used by office staff unfamiliar with computer technology.

PUBLICATIONS (Partial List)

Author: "Pitfalls In Implementing Methodology in DP Depts.", *Management Information Systems Week*.
Author: "The License is the Thing", *The Independent*.
Contributor: Jeff Berner, *At Your Fingertips: Making the Most of the Micro*, Scott, Foresman and Company.
Contributor: "Experts Pick The Best Programs For You", *Smart Money Magazine*.
Quoted: Suzanne Chazin, "Don't Slip When You Step Up in Computers", *Medical Economics*.