

William G. Vallance

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PROGRAM MANAGEMENT PRINCIPAL | OPERATIONS EXECUTIVE

Founder/CEO - Vice President - Director - Manager - Solutions Architect - Account Executive

Start-Ups - Turnarounds - High-Growth Companies - Global 500 - Fortune 500

Results-driven, entrepreneurial innovator and operations executive. Extensive track record producing accelerated growth and high-impact financial performance from business operations. Intelligent, competitive, and resilient executive with the following qualifications:

Program Management:

- Mission-critical programs management
- Executive-level change management
- Financially measurable results
- Structured solution design
- Data analytics/performance management
- Revenue & profit accountability
- Skunk Works® team leadership
- Product development & launch
- Process reengineering
- Software solution prototyping

Operations Management:

- Executive-level sales & sales management
- Marketing & business development
- Construction & facilities management
- Contracts development
- Professional services delivery management
- Back-office software tools development
- Capital & operating budgets
- Research & development
- Strategic planning
- Business plan development

PROFESSIONAL EXPERIENCE:

MEDISERVE INFORMATION SYSTEMS, INC. (Chandler, AZ)

2007 - Present

\$20M privately held firm specializing in software solutions for U.S. post-acute healthcare market. Recruited by CEO to develop and lead mission-critical programs to increase revenue, profit, and industry reputation.

Vice President – Program Management for now-industry leader who was in a severe turnaround situation facing the following challenges: (1) – Sales & Operations Reorganization, (2) – New Product Development, and (3) – Revenue & Profit Growth. Performed in multiple roles designing and implementing mission-critical solutions which included new products, sales delivery systems and processes, markets valuation, strategic planning, and research and development.

- Developed and led inter-departmental program that offered prospective inpatient rehabilitation facility (IRF) clients a trial of MediServe's IRF solution to prove that it would increase revenue from payers.
 - Average increase in payment from payers was **\$1,487 per patient, a 9.9% increase in revenue**
 - Closed 25 new contracts in 24 months, **worth \$14.7M** in Total Contract Value
 - Accelerated the rate of IRF contract closure from 1.8 per year to 12.5 per year, **a 690% increase**
 - 105 prospects, 44 trials conducted (42% trial rate), 25 contracts signed (53% contract close rate)
 - **Established MediServe as the thought leader and "go-to" vendor in the IRF market segment**
- Led the development and launch of two strategic products that were designed to increase MediServe's IRF revenue, profits, and market share.
 - Scheduling; enables IRFs to comply with Medicare's "3 Hour Rule" to prevent 100% chargebacks
 - Nurse Staffing; enables nursing executives to proactively manage the quality & cost of IRF nursing
- Worked with senior executives to formulate 5-year strategic business plan.
 - Conducted R & D to determine best opportunities for MediServe under Affordable Care Act
 - Analyzed new business opportunities, including full P & L assessment of potential financial success
 - Valued the markets & segments served by MediServe using objective industry data

ADMIRALTY SERVICES (Seattle, WA)

2003 – 2007

Founded business to provide technology consulting services to Fortune 2,000 clients.

- Sold & delivered technology consulting services through referral from former executive colleagues
- Focus of efforts was on business process reengineering and impact on service delivery

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TELEFONICA DATA USA (Miami, FL)

2001 – 2002

\$35M start-up U.S. data services subsidiary of Telefonica S.A., the Global 500 telecommunications giant. Offers high-availability, intercontinental data services to global U.S., Latin American, and European clients.

Vice President – Data Center Facilities responsible for the construction and operation of multiple new Tier 1 U.S. data centers. Member of executive leadership team that was recruited by Heidrick & Struggles to found this business unit. Managed all aspects of data center operations including contracting, design, finance, construction, and maintenance. Delivered 99.9999% data center uptime.

- Designed, built, and operated U.S.-based high-availability Tier 1 data center infrastructure from which collocation and managed data services were delivered to Telefonica S.A. clients on three continents.
 - Wrote the original start-up business plan that was approved by Telefonica S.A.
 - **\$35M** annual revenue; **\$110M** total contract value; EBITDA-positive in 7th quarter of operation
 - Constructed U.S. flagship Miami, FL “Key Center” data center in 90 days
 - Managed **\$2.6M** operating budget and staff of 3

BROADWING MANAGED HOSTING (Cincinnati, OH)

1999-2001

\$12M managed Web hosting business unit of Zoomtown.com, the technology incubator for Cincinnati Bell Telephone Company. Recruited by President to direct business development and marketing functions.

Director – Business Development provided key tactical sales and marketing support for this start-up managed Web hosting business unit. Member of executive leadership team hired by Zoomtown.com to develop a suite of high-availability managed hosting services to be sold to business customers of parent Cincinnati Bell Telephone Company.

- Developed and managed the business development and marketing programs that resulted in the successful launch of this business unit in its first year of operation.
 - Wrote the original start-up business plan that was approved by Zoomtown.com & Cincinnati Bell
 - **\$12M** annual revenue; **\$23M** contract value by end of 10th month; EBITDA-positive in 2nd quarter
 - Developed and managed strategic OEM, ISV, and Agent programs which produced over 90% of sales
 - Directed and produced all marketing programs, including sales collateral, direct mail, and seminars

INACOM/VANSTAR CORPORATION (Irving, TX)

1995 - 1999

\$7B technology services company providing computer hardware, software, networking, and technology services to Fortune 2,000 clients. \$850M annual services revenue and 12,000 employees.

Business Solutions Architect created, developed, and implemented complex technology solutions for large corporate clients that resulted in the pull-through sale of computer hardware, software, and maintenance services. Differentiated Inacom as a high-value technology services partner as opposed to a reseller of commodity computer products and services.

- Pioneered the use of technology solutions development services as a primary method of selling commodity computers, software, and maintenance services. Highly leveraged results – small professional services fees generated multi-million dollar hardware and software contracts.
 - Key factor in growth of Vanstar South Central Area revenue from **\$305M** in 1996 to **\$414M** by 1997
 - Gross margin increased from **\$45M** to **\$66M**; operating income increased from **\$20.6M** to **\$35.9M**
 - Principal designer and subject matter expert for structured solution development methodology
 - Created “productized” technology solutions offerings that shortened the solution sales cycle
 - Developed Microsoft Project templates that determined solution selling price based upon effort
 - Designed and sold first LifeCycle Management System (LCMS) contract valued at **\$1M** to Motorola Paging which immediately led to the sale of a **\$65M** LCMS contract at Tenneco Packaging
 - Sold multi-million dollar global network design solution development project to Celanese Chemical; resulted in upgrade of U.S. headquarters computing infrastructure from Windows 3.x to Windows NT 4.0 and a Microsoft Case Study which was published on the Microsoft Web site for 4 years

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Area Director – Southwest for Vanstar Professional Services division managed the sale and delivery of professional services in an 8-state southwest U.S. geography. Challenged to fulfill the high demand for Microsoft-certified systems engineers by large corporations to design and deploy Windows-based networks.

- Significantly grew the professional services line of business in the Southwest U.S.
 - Increased revenue from **\$3.3 M to \$8M** and operating income from **\$.78M to \$2.6M**
 - Increased system engineer headcount **by 42%, from 70 to 100**
 - Personally sold over **\$2M** of networking services
 - Developed 18-month rolling sales forecast system that was 90% accurate predicting booked sales

SOFTWARE SPECTRUM (Garland, TX); Program Manager

MICROSOLUTIONS (Dallas, TX); Senior Sales Engineer

MICRO ONE, INC. (Dallas, TX); Marketing Mgr; Senior Account Executive

TEL-AD ADVISORS SOUTHWEST (Dallas, TX) Founder/CEO

TEL-AD ADVISORS (Portland, OR) National Sales Manager; Sales Representative

INDUSTRIAL LAUNDRY & DRY CLEANERS (Portland, OR) Sales Manager

LELAND MAST DIRECTORY COMPANY (Boise, ID) Sales Representative

CAMPBELL SOUP COMPANY (Anaheim, CA) Senior Sales Representative

EDUCATION:

CYPRESS COMMUNITY COLLEGE (Cypress, CA); Business Management

MONTANA STATE UNIVERSITY (Bozeman, MT); Mechanical Engineering

PERSONALITY:

360° REACH™ CAREER ASSESSMENT (<http://www.reachcc.com/360reach>)

January 2013

Personality assessment focused on how others perceive you. Anonymous feedback from co-workers, managers, family, and friends provides objective assessment about your personality. Quotes below are from co-workers.

Feedback Quote #1 - Leadership

"Bill excels in the role of leader and facilitator. He is able to help people with diverse skill sets and experience to work at their own level to achieve team goals. He will educate and inform to assist the team as they do their work, but he doesn't take over the group. Bill's knowledge is shared through dialogue; when he needs to clarify something, he seeks to clarify for both himself and the group and he doesn't make the group participants feel as if they were "wrong" and he is "right."

Feedback Quote #2 – Executive Maturity

"Bill has proven to be one of the most stable, reliable, consistently quality-driven professionals I have had the pleasure to work with over my career. I think he would make a wonderful COO at ANY company."

Feedback Quote #3 – Intelligence and Communication

"Bill is one of the smartest and most dedicated people I know. What impresses me the most about Bill is that he is the master of many subjects with an extremely diverse knowledge base. Despite Bill's high intelligence, he is able to communicate at a level everyone can understand. You want to hear what he has to say; when he presents a topic that he is passionate about he motivates his audience. Bill is driven to perform at the highest level and doesn't stop at anything less. I have thoroughly enjoyed working with and listening to Bill. He makes me feel proud to be a part of our team."