



## Summary

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My name is Charles “Chuck” Bair and I am a proven leader of new media and eCommerce initiatives. Through my 15 years of experience I have built a unique combination of business, communication, and technical skills. The projects I have led include various combinations of:

- strategy formation
- user experience design
- game and competition design
- business processes engineering
- system architecture design
- training development and delivery
- management of testing and deployment

In addition to new initiatives, I have been engaged many times to turn around problematic projects. Most of my client work has been with Fortune 500 financial services clients, but my experience spans a range of industries and client scale.

## Objective

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I am seeking a leadership position with an innovative digital agency or consulting firm where I can apply my business, technology, and creative skills to manage the design and production of cutting-edge mobile and online business solutions for top-tier clients.

## Experience

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### **Project Leadership**

- Ran the business project management office (PMO) for a rapid CRM and application processing implementation to support a new outbound telesales team. Time from start of project to launch was just over 5 months.
- Evaluated the in-progress implementation of an online financial services delivery system and provided recommendations for a shift in project strategy to better align the coming release with market expectations.
- Manager of IT process improvement project for JPMorgan Chase Card Services. Solutions were framed in the context of potential Six Sigma project charters.

### **Technology and Vendor Management**

- Led a team tasked with evaluating the overall IT effectiveness for a large international law firm and making recommendations for a phased approach to remediation of performance issues.
- Developed technology and vendor selection strategy for the wealth management offering of CIBC, a large Canadian bank and brokerage.

### **Process and System Design**

- Designed the Salesforce.com process flow for a new outbound telesales team.
- Led process design and change management for a major process consolidation at Marsh, which led to a 56% reduction in unit costs in the first two years of the initiative.
- Also at Marsh, chartered an ISO 9000 compliance program for the new internal service operations.
- Designed the servicing processes for the launch of Membership B@anking from American Express.

### **Gamification**

- Led several key areas in support of the first two iterations of the Members Project from American Express:
  - Defined the specific mechanics for scoring and gameplay.
  - Authored the rules for the competition in cooperation with legal council.
  - Created and ran the selection, qualification, and judging process for idea entries.
  - Managed vendor selection for the online community associated with the competition.
  - Co-managed the PMO for the overall initiative.
- Delivered game design, point allocation scheme, risk analysis, and reporting for an online “school spirit” competition that was part of the marketing package for the Disney film *High School Musical 3*.
- Advisory role for multiple other online game and competition concepts.

### Mobile App Production

- Independently designed and produced two iOS apps currently available in the Apple App Store:
  - Asanamix Yoga
  - Quick Rhythm
- Created rapid prototypes of mobile app concepts using HTML5 and CSS to support project proposals.
- Developed the webapp version of this resume - available at [webapp.bair.com/resume](http://webapp.bair.com/resume)

### Website and eCommerce Technology

- Led initiative to resolve specific eCommerce issues with a large online retailer. Recommendations lead to improvements in their on-site search and a 70% reduction in paid search spending with no measurable loss of traffic or revenue.
- Performed a complex market sizing to quantify the potential opportunity for an online legal service. Deliverables included an econometric model that the marketing team could use to better predict future shifts in the demand.
- Facilitated the architecture design and implementation planning for the initial single sign-on capability for American Express' OPEN App Center.
- Developed the marketing strategy for an early cloud architecture solution from Sun Microsystems.
- Created multiple websites based on the WordPress and Drupal content management systems, all including Google Analytics. Sites include:
  - [bair.com](http://bair.com)
  - [asanamix.com](http://asanamix.com)
  - [quickrhythm.com](http://quickrhythm.com)
  - [drphillipsrotary.com](http://drphillipsrotary.com)
  - [atasteofdrphillips.com](http://atasteofdrphillips.com)
- Created an online version of this resume using HTML, CSS, and JavaScript - available at [resume.bair.com](http://resume.bair.com)

### Communications and Training Design

- Produced executive update materials for use by client project leadership making use of illustration and data visualization to convey complex concepts in a clear and compelling manner.
- Manager of the training group for the new national processing center at Marsh. Duties included oversight of training development and change management for the transition of new processes.
- Developed merchant sales materials and statistical product adoption models for a proposed new line of business for American Express.
- Created the process manual and initial training materials for the launch of Membership B@nking from American Express.

## Work History

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### Lapine Group, Inc.

*June, 2006 to Present*

Principal Consultant: Responsible for managing client projects and relationships, largely in the eCommerce and new media space. Clients include:

- American Express
- Mutual of Omaha
- Wolters Kluwer
- Vermont Country Stores
- Walt Disney Pictures

### Marsh, Inc.

*March, 2004 to June, 2006*

Vice President, Client Support Services: Duties included process design and improvement, project management, internal relationship management, and management of the training team for a nationwide business process transformation initiative.

**Scient, Inc.**

*June, 2001 to February, 2004*

Managing Consultant, Financial Services Strategy Practice: Member of team hired to build a new industry-focused consulting practice. In addition to consulting, responsibilities included aiding in the design of intellectual property and packaged service offerings. Clients included:

- American Express
- CIBC
- Marsh

**PricewaterhouseCoopers (now IBM Global Business Services)**

*July, 1998 to May, 2001*

Principal Consultant, Strategic Change Practice: Part of practice group focused on retail financial services. Responsibilities included project delivery, development of methodologies, and marketing of consulting services. Clients included:

- American Express
- JPMorgan Chase

**Sun Microsystems (now part of Oracle, Inc.)**

*May 1997 to August, 1997*

Marketing Intern, Network and Internet Products Group: Responsible for planning the positioning of a new bundled caching and load balancing solution for Internet servers.

**SuperNet, Inc. (now part of CenturyLink, Inc.)**

*April 1995 to August 1996*

Technical Support Engineer: Lead position on customer support team with a rapidly evolving Internet service provider. Duties included systems administration and management of service process improvement initiatives.

**Computize, Inc.**

*June 1994 to March 1995*

Systems Engineer: Responsible for broad roles in the planning, build, launch, and marketing of a new Internet access and services venture for one of Texas' largest computer dealers.

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## Education

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**Vanderbilt University, Owen Graduate School of Management**

Masters of Business Administration, Summa Cum Laude

*May 1998*

Self-designed concentration in Management of New Business Ventures, focusing on strategy, marketing, and technology coursework. Emphasis in International Management.

**Georgia Institute of Technology**

Bachelor of Industrial Engineering, with Highest Honors

*June 1993*

Areas of concentration were Human Factors Engineering, Quality Control, and Statistics. Senior year studies included graduate-level coursework in Ergonomics and Design of Experiments.