

September 3, 2009

To Whom It May Concern:

Dear Sir/Madam,

I would like to join your team as the next Program Manager.

A strategic thinker and executer, I have established a successful track record in the identification, evaluation, establishment and development of high growth and high profit business ventures. My experience is grounded in line and staff positions at Fortune 100 companies, entrepreneurial firms and as a consultant to Federal agencies. Bringing a successful track record managing major programs as well as complex, large-scale systems, I have provided program management for the Discover/ITTM Showcase and also led the migration and implementation of the financial system of a Wall Street Exchange. A recognized industry analyst, I have authored books and made media appearances.

My approach is to employ principles, models and techniques that include, but are not limited to:

- **Win-Win Revenue Generation.** Identified, negotiated and closed static and recurring revenue deals that contributed to all stakeholders' missions and goals. Deals included strategic partnerships, product development and service offerings with IBM, Cingular & others.
- **Strategic Partnerships & Alliances.** Negotiated and orchestrated strategic partnerships with major industry vendors and associations including COMDEX, Motorola and Ziff Davis. Ventures achieved growth and profit rates more than 130% and 55%, respectively.
- **Consensus Building & Cross-Functional Teams.** Adept at establishing common ground and motivating disparate groups toward a common goal. Instrumental in the establishment of the team that performed the last major migration and upgrade of New Jersey WIC Access System.
- **Strategic Program Delivery.** Remain focused on the primary goals. Develops and reviews program management strategies, risk management plans, documentation, and business processes that support performance based acquisition contracts.
- **Resource Deployment and Optimization.** Monitor and manage the quality of the work being accomplished towards meeting strategic goals. Responsible for utilizing automated systems for tracking and monitoring acquisition status, funding, implementation, and closeout.
- **Earned Value Management System.** Applies sound knowledge of operations techniques and general accounting principles to ensure maximum client value. Knowledge of performance-based service contracting concepts, strategies, and governing rules and regulations.

In short, I am able to deliver immediate and long-term value to your organization.

I can lead, coach, and develop teams to achieve desired goals and outcomes. I embrace and abide by a strong value system that includes:

- **Integrity** – I am a direct, truthful individual. I embrace highly ethical standards of business conduct. I admit mistakes and inspire trust through my actions.
- **Excellence** – I proactively solve problems and advance the organization. I anticipate situations and initiate action. I establish specific strategies and objectives to achieve results and meet goals.
- **Teamwork** – I act for the benefit of our city regardless of self-interest. I promote teamwork among groups; and listen to input from others to reach the best solution. I ask for and offer support freely.
- **Customer Focus** – I am dedicated to exceeding client expectations. I establish and maintain effective relationships and act in a manner to gain trust and respect.

I look forward to discussing how I can service your organization. I can be reached at 202-486-4565.

Yours truly,

Veronica Williams

enclosure

Veronica Ann Williams, MBA, PMP, PgMP

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202.486.4565

Transforming Technology into Value

PROGRAM EXECUTIVE • MANAGING DIRECTOR • CHIEF OPERATIONS OFFICER

Dynamic, visionary business leader with 15 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

CAREER TRACK

MANAGING DIRECTOR
ACT, INCORPORATED

1993 - Present
South Orange, New Jersey & Washington, District of Columbia

Provides day-to-day leadership for this strategic management consulting and information technology services firm. Responsible for generating revenue, the delivery of services and products, and astute administration to ensure the firm's integrity and profitability. Achieved annual growth rates of up to 130% over a 10-year period while maintaining profitability. Has managed several programs and joint ventures concurrently, leading staffs up to 125 and budgets to \$20M. Brokered strategic alliances with clients, contractors and galvanized partners in the development and launch of new ventures. Develop, negotiate, and direct large-scale, complex client projects to achieve quality standards, budgets, and timelines while exceeding customer expectations. Clients include American Express, the U.S. Army, Motorola, the New York Board of Trade and Cingular.

- **Process Improvement:** Consulting delivery of complex solutions to multiple clients, drive and implement major reengineering efforts. Illustrates a profound understanding of how technology can be used to drive business transformation. Applied corrective actions including narrowing the focus of products and services, limiting sales efforts to high potential leads, and leveling resources to improve efficiencies and lower costs, by 23% and 16% respectively.
- **Business Development:** 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.
- **Relationship Management:** Proficient in shaping and sustaining C-level relationships. Forges new client relationships with ease. Thrives in a highly collaborative, partnership driven, and entrepreneurial environment.
- **Strategic Planning and Execution:** Thought Leadership; Execution Management. 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 partner billings (Service Level Agreement), Development and Operational expenses. Cash management techniques to limit financing costs. Applied corrective actions to the Government Program including narrowing the focus of products and services, limiting sales efforts of high potential leads, and leveling resources to improve efficiencies and lower costs, by 23% and 16% respectively.
- **Talent Development:** Coach teams, shaping and leading career development. Adept at establishing common ground and motivating disparate groups toward a common goal. Directed teams up to 125, including virtual teams across the globe.
- **Growth Management:** Directed a team of 125 contract and client employees in the launch and growth of a major program to present emerging technology solutions to 250,000 industry professionals. Successfully delivered profits while sustaining growth in excess of 300%

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PROGRAM MANAGEMENT OFFICER

2008 - 2009

VISTRONIX, INCORPORATED

Reston, Virginia

As Program Management Officer at US National Archives' Information Technology Support Services (ITSS) group, Ms. Williams managed special projects, participated in developing strategy and setting direction of the division, and served as a primary customer interface. She directed the completion of PC Inventory at all Capital area Archive locations, was a key member of the team developing a revised asset management process, and led the PC Deployment process. Ms. Williams currently manages special projects in Vistronix Headquarters.

BUSINESS DEVELOPMENT / TERRITORY MANAGEMENT

1988 - 1993

FUJITSU / SCA / LOTUS / UNISOFT

California / Connecticut / New York

Utilized marketing, sales and management expertise vital for promoting technology solutions for US and international markets. Evaluated competitors, developed pricing plans and sales programs to attain assigned quotas, closed and effectively managed major accounts. Worked with engineering teams to define technical requirements and designed customized wireless computing and other business products.

- **Business Development:** Developed IBM, AT&T, General Electric, NYNEX, Coopers & Lybrand and other national accounts for Lotus Development. Surpassed quota by achieving 125%+ of goal (1998-1990).
- **Relationship Management:** Grew Northeast territory sales by 180% at Fujitsu and led the world organization in revenue production; sold groundbreaking non-recurring engineering revenue deals. Brokered sales to New York Board of Trade, Sealand Con Edison, UPS and PSE&G (1991-1993)
- **Strategic Planning and Execution:** Established a third party channel for SCA's communications software, an accomplishment reported in a trade publication. Simplified pricing, increased revenues and serviced major accounts and resellers (1990-91).

PRODUCT / FINANCIAL MANAGEMENT / BUSINESS PLANNING

1982 – 1988

AT&T

New Jersey / New York

Coordinated complete product life cycle for third-party software; managed product acquisition, marketing, advertising, customer sales and support with accountability for P&L performance. Managed budget for a \$1,3M business unit as strategic planner; evaluated business plans of two major divisions as member of CFO Group.

- **Business Development:** Generated \$30,000,000 in new computing products and service revenues and sustained 110% growth rate in four consecutive years; closed sales with American Express, Chemical Bank, Shearson Lehman, Oppenheimer, Manufacturers Hanover and the State of New York.
- **Strategic Planning and Execution:** Played a key role in developing the comprehensive capitalization plan submitted to the Federal Communications Commission in support of the initial break up on AT&T.

LEARNING CREDENTIALS**MASTER OF BUSINESS ADMINISTRATION in Finance / Economics / Marketing**[Northwestern University](#) - Kellogg Graduate School of Management, Evanston, Illinois**BACHELOR OF ARTS in ECONOMICS • Honors**[Brandeis University](#), Waltham, Massachusetts**ORGANIZATIONS & ASSOCIATIONS**

[The Telecommunications Association](#) • [FINRA](#) – Arbitrator (No.A57380) • Board of Directors – [GPS Latitude](#) Advisory Board Member – [COMDEX](#) (1994-2002) • Board of Directors – [MicroSlate Corporation](#) (5 years) President – The [Rotary](#) Club of Orange, New Jersey (2004-06) • Board of Directors – [BayStream Ventures](#)

ADDITIONAL[Project Management Institute](#) Certifications: PMP® (No.1229845), Candidate for PgMP®

Speak, read and write fluent French; possess intermediate level skills in Spanish

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