

Dana Richard

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Accomplished Ecommerce, Business and Technology Leadership

Professional Summary:

Results-proven leader with extensive staff and management experience in global mission critical business, technology, and services. Repeatedly successful driving double-digit revenue growth, efficiencies and customer satisfaction, on time and within budget. Equally successful building and growing organizations while maximizing staff retention.

Full Qualifications:

- Management and Leadership
- Organization Building
- Exceptional Customer Services
- Pre and Post-Sales Support
- Trending and Analysis
- Business Efficiencies
- Account Management
- Hosted Technology and Services
- Strategic Planning

Career Highlights:

- Drove double-digit growth in international b2b and b2c ecommerce sales
- Led design, development and launch of B2B / B2C international geospatial ecommerce platforms
- Designed, built, staffed, and brought to process-based operational status a multi-continent tier 1 ISP and SAN Management and Operations Center
- Turned around Network Services business unit to profitability with 35% growth in less than 2 years.
- Built and led delivery, support and training organization for new products and emerging technologies
- Drove 19% efficiencies in customer support call handling processes through CRM process analysis, refinement and automation
- Awarded patent # 6,931,357 - "Services/Network Testing: Computer Network Monitoring with Test Data Analysis"

Professional Experience:

IsIt2B Marketing, River Falls, WI
Ecommerce and GIS Consultant

2013

Overview: IsIt2B Marketing provides online digital customized tactical marketing integration and managed media services.

Responsibility: New multi-merchant b2c ecommerce channel

Accomplishments: Identified, evaluated, and selected multi-channel b2c ecommerce hosting vendor

Responsibility: Online local business maps

Accomplishments: Led the design, development and implementation of geographically-accurate custom municipal business maps

- Created geographically-accurate building representations
- Created routing with distances, zoom to business, business category filters,
- Implemented display of businesses by category
- Integrated with subscription advertising online business directory

East View Companies, Minnetonka, MN

2005 – 2013

Director of Ecommerce (Promotion) (2009 – 2013)

Overview: Premier developer, publisher and supplier of Far East books, databases and journals, global mapping, GIS data and satellite imagery

Primary Markets: Military / Intelligence, Engineering, Resource Exploration, Libraries / Academics

Responsibility: All e-commerce P & L, Design, Development, Marketing, Usability, Analytics

- 7 e-commerce and lead generation websites
- International Books, journals, periodicals
- Global GIS / Mapping
- International online databases
- International publishing

Accomplishments: Drove exponential growth in E-commerce revenue

- Improved Revenue 50% in 1.5 years
- Improved Conversion Rate 84% in same timeframe
- Improved order volume 74% in same timeframe
- Reduced average visits to purchase from 6.45 to 2.73

Responsibility: New Online Platforms Development and Launch

- Comprehensive development and integration of GIS, online databases, books, journals, and international reference databases with ecommerce on common platform

Accomplishments:

Led design, development and launch of B2B / B2C international geospatial ecommerce platform

- Hired necessary staff
- Designed and built supporting infrastructure
- Integrated ArcGIS Server with ASP.NET shopping cart underneath DotNetNuke CMS platform with localization

Led design, development and launch of B2B / B2C international databases, books and journals ecommerce platform

- Remotely led development effort in Russia
- ASP.NET MVC platform underneath Orchard CMS
- Included support for MARC records (library cataloging system)

Designed, developed and launched limited budget / short time frame B2C ecommerce platform

- Built on ASP.NET DotNetNuke platform with all off-the-shelf modules and shopping cart
- Design to production time was 1 month

Director of Operations (2005-2008) – East View Cartographic, Inc (Subsidiary of East View Companies)

Responsibility: All e-commerce P & L, Customer Service, Design, Development, and Products

- All cartography, GIS and satellite imagery inventory, procurement, and corporate library

Accomplishments: Vastly improved ecommerce revenue by +200% in less than 12 months by analyzing and rebuilding site navigation, layout, design, and SEO

- Improved return traffic by 40%
- Improved shopping cart conversion rate by 113%
- Reduced bounce rate by 50%

Responsibility: CRM development, processes and workflows.

Accomplishments:

- Drove 60% efficiency gains through company-wide CRM automated processes and tracking
- Improved on-time order delivery by 40% through same CRM automation

Responsibility: Global operations (HQ in Minneapolis)

Offices in Moscow (Russia), Nairobi (Kenya), Amman (Jordan), Jakarta (Indonesia), Recife (Brazil)

Accomplishments: Successfully rebuilt global ecommerce and operations organization; lead team of 11 including one director, one manager

- Assumed ownership of e-commerce, marketing and geodata/cataloging departments
- Opened 4 international procurement offices (Nairobi, Amman, Jakarta, Recife)

Responsibility: International government and vendor copyright and reseller agreements and relationships

Accomplishments: established copyright and reproduction rights agreements

- Governments of: South Africa, Bangladesh, Botswana, Madagascar, Ukraine, Kazakhstan, Jordan, Faroe Islands, Fiji

Specialty Village, Inc., Sandpoint, ID

2005

Consulting CTO / Website and Infrastructure Design and Development

Overview: E-Commerce startup with a focus on local artists, arts, jewelry, specialty gifts and crafts worldwide

Responsibility: Direct all aspects of research, design, development and operations of website and data center storage, applications, infrastructure, facilities, and disaster recovery / business continuity

Accomplishments:

- Reduced from \$1.8M to \$170K, the technology investments for launch of startup through cost benefit analysis of original technology requirements against the business plan and necessary short term growth requirements necessary for success
- Realigned and refined technology and organizational financial model allowing business to be launched with \$1M investment vs. original plan of \$6M investment
- Negotiated restructuring of payment schedules and +25% discounts on services with two key vendors

Computer Network Technology, Plymouth, MN 1998 – 2005

Advanced Technology and Services Development Manager (Promotion) (2001 – 2005)

Dotted line reporting to V.P., Global Services & CTO/V.P. of Development Engineering

Overview: One of the world's largest providers of comprehensive SAN/storage networking solutions, products, and services

Concurrently managed \$1.5M and \$2M budgets with 29% and 23% average under budget annually, respectively

Responsibility: Development, delivery and support of online services and infrastructure

Accomplishments:

- Built team and led the sales, marketing, re-design, re-development, implementation, support and operations of global LAN/WAN/SAN network management service, including its NOC, data center, infrastructure, network, security, applications, organizational operations, processes, and training
- Drove revenue from \$200K to \$3M and restored to profitability, \$1.6M profit and 35% growth in 2 years
- Created 50% operating efficiencies in management services operations while bringing it into full compliance with Sarbanes – Oxley
- Created SAN/Storage over WAN/IP network assessment services business
 - Drove \$350K revenue in its first year with 83% gross margins

Responsibility: Development, delivery, support and training of new products and emerging technologies

Accomplishments:

- Worked directly with development engineering on design and development of new products with focus on supportability and customer acceptance
- Developed and implemented new product support training and certification in support of new product transition to core support organizations worldwide
- Drove 19% efficiencies in call handling processes through CRM process analysis, refinement and automation
 - Dramatically improved first call resolution rate of storage-related problems for new products from 43% to 77%
 - Substantially increased customer support customer satisfaction rating from 3.5 to 4.6 on a scale of 1-5

Staff Systems Account Engineer (Promotion) (1998 – 2001)

Dotted line reporting to V.P., Global Services & CTO/V.P. of Development Engineering

Responsibility: Responsible for emerging technologies development and market delivery

Accomplishments:

- Successfully pioneered development of Storage-over-IP (SoIP) technology with commercial scalability
 - Drove approximately \$50M-\$70M revenue per year over 6 years
- Led emerging technologies worldwide customer delivery and support team
 - Drove successful worldwide deployment of first 200+ emerging technologies networks

Responsibility: Technical and influence leadership of 100+ support personnel worldwide

Accomplishments:

- Trained global technical support staff of 100+ personnel on Storage over IP technology and global networking

International Experience

In Country: United Kingdom, France, Norway, Japan

Virtual: United Kingdom, France, Norway, Sweden, Denmark, Belgium, Germany, Switzerland, Spain, Portugal, Italy, Russia, Turkey, South Africa, Australia, New Zealand, Singapore, Hong Kong, China, Taiwan, Japan, Fiji, Kenya, Mozambique, Zambia, Bangladesh, Thailand, Indonesia

Education

MBA Graduate Certificate

U. of MN Carlson School of Management

Minneapolis

BA Graduate Certificate

U. of MN Carlson School of Management

Minneapolis

Military

U.S. Air Force

Sergeant

Honorable Discharge

Patents

Awarded patent # 6,931,357 - "Services/Network Testing: Computer Network Monitoring with Test Data Analysis"

Other Recognitions

Cited in E-Week's March 18, 2005 edition article "Testing Vendors Target NIC Performance Problems", for uncovering and identifying substandard performance characteristics of 10/100 Ethernet laptop adaptors
Invited to speak at the Twin Cities Network Configuration Management and Control symposium