

Dana Richard

d.richard@danakrichard.com • Plymouth, MN • 612-568-7360
www.danakrichard.com

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 international b2b and b2c ecommerce sales growth 50% in 1.5 years
- Led development of multiple B2B / B2C international geospatial ecommerce platforms
- Launched multi-continent tier 1 ISP and Network Management Service
- Drove 35% growth Network Management Service in less than 2 years.
- Developed certification program for global technical support
- Drove 19% efficiencies in customer support call handling
- Awarded patent # 6,931,357 - "Services/Network Testing: Computer Network Monitoring with Test Data Analysis"

Professional Experience:

IsIt2B Marketing, River Falls, WI

2013

Ecommerce and GIS Consultant

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

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

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

Accomplishments: Drove ecommerce revenue growth 50% in 1.5 years

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

Responsibilities: All cartography, GIS and satellite imagery inventory, procurement, and corporate library, e-commerce P & L, Customer Service, Design, Development, and Products

Accomplishments: Improved ecommerce revenue by +200% and operations efficiency by 60%

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

Responsibilities: 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 the technology investments for launch of startup from \$1.8M to \$170K

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

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

Accomplishments: Drove \$1.6M profit and 35% growth in 2 years

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

Accomplishments: Dramatically improved first call resolution rate of storage-related problems for new products from 43% to 77% and 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

Responsibilities: Emerging technologies development and market delivery

Accomplishments: Successfully pioneered development of Storage-over-IP (SolP) technology and led worldwide deployment of first 200+ emerging technologies networks

International Experience

In Country: United Kingdom, France, Norway, Japan

Virtual: Global (literally all countries)

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"