

BARRY SMITH, PH.D.

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CHIEF EXECUTIVE OFFICER • MANAGING DIRECTOR • EXECUTIVE VICE PRESIDENT

Expert in: Human Capital Management ~ Executive Training & Development ~ Large Scale Change

Consummate senior executive, change agent and entrepreneur. Acknowledged nationally for ground breaking efforts in driving large scale cultural change that builds organizational effectiveness and propels revenue growth. Prolific researcher/writer, award-winning platform speaker, and expert facilitator; considered a visionary in large scale post-merger integrations, human capital management, executive training and development, and corporate consulting. Vast experience spans start-ups, 'dotcoms', mergers and acquisitions, mature companies, and business turnarounds. Personal center of influence boasts network of accomplished leaders and innovators across diverse corporate cultures. Career reflects success in corporate world, academia, entrepreneurship and consulting with "Big 5" firm.

Professional strengths:

Strategic Planning
Executive Development
Large Scale Change Management
Methodology Development
Revenue Enhancement
Business Process Reengineering
Corporate Development

Organizational Change
Entrepreneurial Leadership
Infrastructure Development
Matrix Management
Emerging & Advanced Technologies
Mergers & Acquisitions
Strategic Partnerships

Executive Training &
Development
Consultancy Development
Project Management
Workshop/Seminar Design &
Facilitation
Quality Management

Authored 100+ professional articles, presented over 100 speeches at professional forums nation-wide. Full list available during personal interview.

EDUCATION

Ph.D., Texas A&M

Emphasis: Organization Communication/Development and Quantitative Methods

Master of Arts, Texas A&M

Emphasis: International Relations, Comparative Government

Bachelor of General Studies, Ohio University, *summa cum laude*

Emphasis: Economics, Political Science

BENCHMARKS & MILESTONES

ENTREPRENEURSHIP/PRACTICE BUILDING

- Propelled complete establishment of consulting practice in a pre-IPO environment to a fully operational business infrastructure in less than 90 days. Specializing in strategic human capital management consulting, clients ranged from Fortune 50 to pre-IPO start-ups generating million dollar plus revenues in first year.
- Spearheaded "virtual consulting service" offering comprehensive HRD services to the hospitality sector. In less than 12 months, generated \$3.5 million revenues, and wooed lucrative accounts with a major US hotel chain, a leading freight airline, and a world renowned private resort development company.
- Thrust business growth by 400% representing \$7+ million; boosted profits by 200% and tripled consulting unit size for a boutique merger/acquisition consultancy firm.
- Established first-ever global practice designed to aid clients embarking on integrating e-Business with human capital and transformation strategies. With two Directors, defined, developed and rolled out methodology, framework and tools critical to successfully drive new venture forward.
- Pioneered first master consulting agreement for all acquisitions and mergers with one of the world's largest computer manufacturers.

CULTURAL & ORGANIZATIONAL CHANGE

- Led the development of inaugural firm-wide quality management training and world-wide implementation, achieving first year revenues of \$10+ million. Directed/influenced over 50 quality management proposals, representing manufacturing, services, government, healthcare and communications industries.
- Key principle in team that developed the organization change methodology for Andersen Consulting.
- Developed, designed, implemented and led 1st ever internal business driving supply chain integration, people optimization and information technologies known as "change management." Efforts contributed to the doubling of division revenue growth in one year.

CAREER TRACK

LEADING CONSULTING FIRM, Houston, TX 1996-Present
Launched successful entrepreneurial ventures offering specialized multi-industry consultancy services to Fortune 50, pre-IPO start-ups, 'dotcoms', mature companies, mergers/acquisitions and turnarounds.

Entrepreneur/Practice Builder

Publicly traded Internet services firm: Started first-ever global practice with 2 Directors and 2 clients, driving methodology, framework and tools to assist clients in integrating e-Business with human capital and transformation strategies. Defined and delivered recruiting programs, developed marketing collateral, developed risk mitigation and enterprise customer value services.

Commenced virtual consulting services organization with 34 senior professionals and a vision to deliver high-quality, low cost services to the hospitality sector; generated over \$12.5 million in business in first year, with \$5M pending. Produced multifaceted business optimization services for leading resorts, hotels and airlines, consulted on merger integration, customer centered performance management, change management, cultural alignment, executive compensation, corporate communications, training and more.

Selected Projects/Highlights:

- Developed integrated CRM methodology for a global trading company.
- Combined web and human capital strategies to develop an E-Transformation framework for a publicly traded e-commerce company.
- Provided the impetus, vision and leadership in Palm Springs, California to build a sustainable resort focusing on leadership/executive development, team development and wellness.
- Pre-IPO IT staffing firm; built human capital management strategic consulting practice from inception to 12 full time employees and revenues of \$520k per month run rate. Hired all employees, established internal structures spanning e-business, HRD, supply chain management, customer centered frameworks, marketing plans and collateral, job descriptions, web content and personnel development processes.
- Reengineered all business processes for a boutique merger/acquisition consulting firm. Grew business revenues by 400% and tripled the size of the consulting unit. Led lead stream management process and database management to deliver genuine sales leads; dramatically improved cash flows slashing overdue accounts from 90 to 30 days, and spearheaded engagement management process to drive projects using a team-based/customer-centered model. Introduced innovative recruiting plan that blended senior experience with new MBA graduates; drove new enculturation process; developed several new channels and relationships for distributing business model internationally - in the Pacific Rim, Europe and South America.

MAJOR CONSULTING SERVICES, Los Angeles, CA 1995-1996

Managing Director, Change Integration Practice

Researched, defined and established a series of business solutions for diverse industries including a multinational high tech manufacturer, an airline and defense product manufacturer, and a regional banking institution. Advised, sponsored and conducted a company-wide "train the trainer" course to meet the challenges associated with large scale organizational change.

Projects included:

- Strategically planned SAP/R3 integration across entire supply chain.
- Conceptualized and led executive team through a vision/strategy process of becoming the "supplier of choice." Created and launched change management across all channels globally.
- Designed and facilitated change readiness workshops and seminars for over 100 to management professionals to prepare for significant organizational change rollout.
- Created global workforce/human capital strategy for the Vice President of Human Resources (manufacturer).

LEADING MANAGEMENT CONSULTING FIRM, Cambridge, MA..... 1992-1995

Vice President/Practice Leader

Embarked upon a series of project assignments to assist corporate clients driving major infrastructure improvements in quality management, strategic organizational change, communications, human resources and process reengineering contributing \$6+M annually. Clients included multinational semi-conductor manufacturer, healthcare, biotech and pharmaceutical product company, European automotive leader, Fortune 20 oil and chemical manufacturer, global high tech computer goods, and the largest rail and liner company worldwide.