
MANAGEMENT PROFILE

Information Security Management, Project Consultant, Data Privacy Advocate

- Multidisciplined technology professional with strong combination of business and technology experience within global corporate technology environments including record of progressive responsibility based on success.
- Broad range of exposure to marketing, user operations and market intelligence. Analytical thinker and problem solver; skilled in assessing needs, identifying process improvements and implementing viable action plans and solutions.
- Demonstrated passion and expertise in the fields of Information Security, Identity Management, Access Control, Marketing Database Analytics, and Data Privacy.
- Specialized Experience in: LDAP / Directory Server Design and Development; Identity Management Systems and Meta-Directory Technology; Email System Programming and Development
- Certified Information Systems Security Professional (CISSP)
- Certified Information Privacy Professional (CIPP)
- Currently pursuing a Master of Science in Information Assurance (MSIA) from Norwich University, VT

TECHNOLOGY & MANAGEMENT COMPETENCIES

- | | | |
|----------------------------------|------------------------------------|--------------------------------|
| • Project Development | • Cost Reduction via Technology | • Process Documentation |
| • Business / Marketing Analytics | • Relationship Building | • Identity Management Strategy |
| • Cross-functional Management | • Information Security Initiatives | • InfoSec. Policy Development |
| • Risk Management | • IS Process Improvement | • Enterprise Security Strategy |

CAREER & ACHIEVEMENT SUMMARY

ALLTEL Communications, Inc. – Little Rock, AR Nov, 2004 to Present
 MANAGER, ENTERPRISE SECURITY INITIATIVES, Enterprise Security Office

Overview: Responsible for managing CSO sponsored initiatives, providing advice, research support, project management services, and technical security expertise to product development teams, application administrators and network operation units. Assist in the testing, selection, design, placement, implementation, documentation, operation and maintenance of various security technologies. Serve as a liaison between the CSO and various internal constituencies (IT Management, Networking), product/solution vendors, IT Auditors and corporate consultants. Promote a secure mindset and educate the organization in the areas of security and data privacy.

Initiatives to Date, both Completed and Ongoing

- Lead the selection and deployment of Mobile Data Protection products/processes. This is a protection at-rest solution aimed at protecting data which reside on our mobile devices (e.g. laptops, PDA's, and removable media).
- Program Manager for Alltel's Enterprise Security Framework project. Provide direction related to access control mechanisms, secure coding practices, and identity management. Lead Program enhancing projects related to the extension of Alltel's Identity and Access Management system. Specific initiatives include Enterprise Single Sign-on, Identity Federation, and compliance monitoring.
- Selected product and managed the deployment/deployment of a web-based Security Portal. This portal allows the upload of policy documents, dissemination of security-awareness materials, automated workflow for exception requests, discussion groups, and policy mapping to regulatory requirements.
- Payment Card Industry Data Security Standard subject matter expert. Aid Alltel's effort to ensure compliance with the PCI DSS.
- Tasked with creating Security Awareness materials including formal presentations and whitepapers which are used to educate internal security team members as well as employees within other business verticals.

- Engaged a 3rd Party Training organization to teach Secure Coding Techniques to ALLTEL's development team. This training course was intended to open the eyes of our developers to the potential threats, inherent vulnerabilities, and overall coding issues facing today's software development environments
- Policy review, creation, and maintenance. Working with our CISO and other team members to ensure that our security policies are in-line with current legislation. Proposing new policies to address specific 'hot-button' issues (e.g. PCI DSS compliance, Data Privacy, etc...).

WAL-MART STORES, INC., Sam's Club Division – Bentonville, AR 2000 to Nov, 2004
MANAGER OF ANALYTICS AND TRACKING, Sam's Club Research and Strategy (10.2003 to 11.2004)

Overview: Promoted to position to manage the Marketing Research Analytics team focused on effective business analysis including product category research (item/category performance related to market condition), customer targeting, member acquisition / retention, marketing events and overall company performance. Serve as key liaison between Sam's Club marketing division and Wal-Mart Information Systems Division. Hold full authority over Customer Relationship Management (CRM) system including assurance of data integrity between POS system and data gained through third-party vendors along with developing 5-year CRM strategic plan. Work closely with Wal-Mart's proprietary "Retail Link" system.

Key Projects & Contributions

- Led (through IS Department) creation of "Marketing Measurement Dashboard" designed to provide standardized measurement of marketing initiatives, the first-ever system that will ease ability to direct spending of a \$70M marketing budget.
- Provided assistance in development of comprehensive performance measurement process focused on helping company diagnose specific shortfalls of under-performing clubs; when implemented, results have potential to significantly alter business course by millions of dollars.
- Realized greater understanding over overall store/club performance and measurable ROI by creating Business Member Alarm Report that provides weekly series of metrics including market intelligence, buying habits, growth/loss of memberships and enables managers to take actions in effort to regain business.
- Developed process to accurately diagnose which top business members are declining in sales; tool valuable in remedy relationships and anticipate their future needs, while delivering approximately \$12M in ROI.
- Routinely provided information to and collaborate with executive team, marketing and membership departments on various initiatives including extensive information sharing, explanation of reported measurements and strategies devised to improve overall performance.
- Key role in reducing overall operating costs by standardizing processes of measuring events and members, providing better understanding of more efficient channeling of marketing dollars while eliminating waste.

SENIOR SYSTEMS PROGRAMMER, Security, Active Directory, Messaging (4.2000 to 10.2003)

Overview: Initially hired by company to develop proprietary email client used in all stores, clubs and distribution centers (4900+ retail and wholesale business units). Charged with creating numerous web-based LDAP Directory and database "lookup" applications used in all Wal-Mart stores and Sam's clubs and coded many automated LDAP account creation and maintenance utilities. Assigned to greater responsibilities once projects were completed/delivered on time

Key Projects & Contributions

- Personally designed, coded and implemented email content scanning solutions delivering version one within one month and projected to provide \$60-80M payback and web-based email client used in all stores/clubs that reduced troubleshooting time by 70% and now receives about 4M hits a week.

- Served as Project Leader for \$7.5M Wal-Mart “Enterprise Identity Management” (Meta-Directory) initiative. Key results included:
 - Introduced entirely new infrastructure that now provides centralized view of all associate data stored in HR systems, mainframes, email systems and consolidated into one view.
 - Gained ability to edit data on consolidated view with newly changed information able to flow back to primary source and update relevant management
 - Better utilization of Identity Management; all 1.4M Wal-Mart associated were loaded into system which now handles all authentication/authorization, web-content targeting and password synchronization for company portal
 - Increased replication speed by 60%
- Requested to create internationalized email client that would support multiple languages, completing project within three months and being one of company’s first employees to introduce XML in the process.
- Provided key input to replacement of PROFS system in favor of web-based technologies accessible via old “green screen” terminals and avoiding costly replacement of new terminals. System still basis of daily operations at home office and field levels.
- Founding member Active Directory Team (and played key role) used for system Authentication/Authorization “phonebook” information to enable successful upgrade from NT 4 to Windows 2000 or XP.
- Selected to work on samsclub.com launch site, a 3 month project providing site design, consistency checking and testing. Site currently generating over \$3M in sales per week. Note – assigned to project first day with Wal-Mart before returning to primary responsibility of the email client project after .com site launched.
- Served as Member of Technology Advisory Committee, Windows2000/Active Directory/Rollout Core team and Identity Management / Meta-Directory Core Team.
- Winner of Wal-mart “Innovation in Technology,” “Industry Leadership in Business” and “Technology Implementation” awards.

J.B. HUNT TRANSPORTATION, INC. – Lowell, AR
PROGRAMMER/ANALYST

1997 to 2000

- Accountable for coding and implementing server-side solution that enabled drivers to send/receive internet email via their On-Board Computer (OBC).
- Coded and implemented digital camera application that allowed corporate users the ability to use digital camera to photograph damaged trucks for insurance purposes, then connecting camera to computer for downloading purposes.
- Developed “lookup” application used by claims department in order to review photos, review case and file appropriate claim based on photos.
- Contributed to creation and maintenance of automated fuel system and provided assistance for Y2K migration projects.

EDUCATION & SKILLS

Certified Information Systems Security Professional (CISSP) Certificate #: 47077

Certified Information Privacy Professional (CIPP) Certificate #: 5399

Currently pursuing a *Master of Science in Information Assurance (MSIA)* through Norwich University, VT

B.A., Biblical Studies/Languages and B.A., Philosophy; Ouachita Baptist University, Arkadelphia, AR, 1995

- Software: MS Office Suite / Data Management Products / NCR’s CRM Product / Microsoft Visual Studio / MS FrontPage, Dreamweaver and Web Creation Tools / Photoshop / IIS Server Administrator / MS Exchange Server / MS Active Directory Server / Critical Path Directory Server and Meta-Directory Server / IBM Directory Server

- Programming Languages: Visual Basic / ASP / C/C++ / SQL / HTML
- Platform Programming Specialties: LDAP / Database / Email / WEB
- Operating Systems: MS Windows (NT4, Win2000, XP and corresponding servers) / UNIX (HP-UX, AIX)
- Data Management: IBM DB2 / IBM UDB / SQL Server 2000 / MS Access
- Directory Technologies: Active Directory / Critical Path Directory / Netscape Directory / IBM Directory Server

Selected Wal-Mart Training:

- Walton Institute of Retailing (this is a very 'exclusive' class only given to those deemed to have high leadership/growth potential within the company.)
- Continuous Improvement (Wal-Mart's version of 'Six Sigma')
- Wal-Mart Leadership Foundations I and II
- Dale Carnegie 'Breakthrough to Success' -- Highest Achievement Award winner
- Dale Carnegie 'High Impact Presentations'

REFERENCES

References are available upon request.