

Lawrence A. Martin, III

Lilburn, GA • 30047 • (H) 770-935-6879 • (M) 404-414-4695

lawrence_martin@live.com

INFORMATION TECHNOLOGY EXECUTIVE

SUMMARY

Information Technology Leader with demonstrated accomplishments in driving global IT storage, product management, development and data center operations and management. My performance in these roles have delivered new products to patented software solutions to market, data center process improvements to get closer to realistic 99% uptime of critical server and application availability. I am a proven leader that has built highly functioning development, support and services teams while maintaining very high employee satisfaction ratings. My advanced training and education have provided me with skills that enabled me to coach and build, high performance teams that deliver on time and with-in budget projects. Expertise includes:

- Strategic Planning/Architecture
- Organization Design & Restructuring
- Building High Performance Teams
- Outsourcing/Offshoring Strategies
- Healthcare Information Systems Management
- Financial System Development and Management
- Supplier Negotiations/Restructuring
- Product Management
- Program and Project Management
- System Development Lifecycle (SDLC)
- Managed Services/ASP/SaaS/Cloud
- Business Continuity/Disaster Recovery
- Customer Care Center Level 1, 2
- Data Center Management & Operations

PROFESSIONAL EXPERIENCE

1 World Educational Solutions Group (1WESG), Atlanta, GA

2010 to Present

Startup company providing Cloud based educational solutions to Colleges, Universities and Organizations seeking to provide online educational instructions.

Founder and CEO

Created a cloud based solution to fill the void for organizations seeking an option to offering virtual education solutions utilizing 1WESG's patent pending Virtual Educator® solution. I designed, created and we are delivering patent pending technologies based on an objective based instructor design center to enable and manage virtual classroom instructions.

NCR, Inc, Atlanta, GA

2010 to Present

A global fortune 1000 company and leader in providing point of sales, payment, and self services solution with over 20000 global employees.

Development and Realization

Responsible for the transformation and implementation of the global integration of Continuous Improvements (Six Sigma) into all of NCR's internal business units; providing leadership on all key development projects from inception to implementation. Creating, and delivering new process improvements in the development lifecycle from the product lifecycle management processes to development processes using agile development methodologies and tools. Creating the adoption and global introduction of Scrum methodologies and tools to implement and deliver agile developed solutions

CA, Inc. (formerly Computer Associates Inc.), Atlanta, GA

2002 to 2010

A global fortune 1000 company and leader in providing software solutions that focuses on supporting Enterprise IT Management with over 14000 global employees.

Vice President, Product Development and Engineering Management

Was responsible for three core objectives that have significant effect on the operations of a 120MM business unit consisting of 4 software solutions sold via 2 tier distribution globally. These operations were financially supported by a budget of approximately \$20MM. Partnering with global sales, 3rd party partners, and vendors (OEM

relationships), we deliver new data base support solutions that are used to manage and provide governance and oversight to organizations.

- Restructured the organization and aligned the organization to meet corporate goals and initiatives. Responsible for product development, product management, product architecture, business development, and services delivery (via outsourcing relationships) that provide full business and product lifecycle management. Oversee all facets of development and delivery of new and existing generally available products and solutions.
- Defined and delivered new processes for change control management, to manage the high frequency of ad-hoc changes into customer production environments. Process saved in excess of 250K annually by eliminating downtime, and consequently meeting customer and development SLA's.

Vice President Product Mgmt. and Engineering Services

Led the execution and delivery of Storage Management solutions and Engineering Services. Responsible for a product portfolio of \$165MM consisting of 5 software product solution sets. Led the execution and delivery of annual product releases for all disaster recovery solutions; these solutions are seen as industry leading and with the last 2 releases we have closed the gap between our number 1 competitor.

- Developed and manage virtualization solutions and strategies that are delivered as a core component to our disaster recovery strategy. Working closely with VMware, Citrix, and Microsoft to integrate and enable critical feature and functionality enabled with virtualization strategies. These solutions provide direct management for data center consolidation and disaster management. This strategy and integrations drove new revenue and tighter integration with key providers. The integration of these solutions will drive new revenue in excess of 20MM over the next 3 years.
- Facilitated programs that generated process creation and aligned IT infrastructure management, uptime and change control processes that allowed for effective, integration of new servers and applications, uptime of critical applications and reduced risk to customer impact.
- Managed the complete Storage infrastructure overhaul for financial institution, installation, implementation, and servicing of a new storage platform.

Vice President Storage Resource Management and Engineering

2004 - 2007

- Responsible for creating and delivering a process driven organizations, creating and delivering standard processes and tools for analyzing and delivering key components of Product Management. Created tools that help with identifying competitive intelligence, prioritization and delivering tools to help sales and services deliver new and existing products to market.
- Responsible for a complete Pricing overhaul of a 165MM product portfolio, 1 and 2 tier model. Global product delivery through SMB channel.
- Responsible for the creation and delivery of the first software DeDuplication solution in the storage industry all previous were hardware based products. Product was and is heralded in the storage industry; this innovative solution gave customers options from having to purchase hardware appliances. This newest feature leapfrogged CA's availability solutions ahead of our competitors closing the gap between number 1 and 3. The revenue driven from this effort has already seen more than a 10% increase in product requests that require this feature.
- Created the first new product (CA ARCserve D2D) in this organization in 10 years – all previous products were updates or feature additions, but not a fully sustainable product (www.ca.com/products/ARCserve/D2D). Responsible for leading the analysis, design, pricing, packaging and delivery of this product.

Dimension Data (Infrastructure and Storage Mgmt)

2000 to 2002

Global Integrator specializing in Systems and Networking Integration, 10,000+ employees, annual revenue 3.7 Billion

Practice Owner (Sr. Director)

Responsible for delivering outsourced services to manage data centers, remote sites, and disaster recovery solutions. In addition I managed data center consolidations and disaster recovery testing for fortune 1000

companies, by providing engineers, project management and acting as the engagement and program management for over 10 successful disaster recovery and data center consolidations. . These services saved companies unnecessary downtime and revenue by not having to hire fulltime employees, and drawing on the success of Dimension Data's data center expertise.

- Worked with CIO's and decision makers to help formulate, design, and recommend multi-million dollar deals for software, hardware, and services to provide infrastructure architectures, and application implementation and upgrades.
- Provided recommendations and directions to create and deliver a Managed Services Operation; too include a Data Center, and remote systems management center. Offering increased revenue year over year of greater than 15%. This was the precursor to application support providers and current Cloud initiatives.

S1, Inc., Atlanta, GA (Data Center and Infrastructure Management)

1999 to 2000

S1 delivers customer software solutions supporting financial and payment processing needs for financial institutions and payment processors. S1 employs over 1,400 people world-wide. (www.s1.com)

Senior Director, Application and Business Support (Data Center Owner)

Responsible for the building of a world-class technical services operation for a leading provider of Internet based applications for the financial services industry.

- Built and empowered a strong operational team of 50 technology and engineering associates (i.e. UNIX, Linux Administration and Storage Management, Global Network Operations, Operations, BCP, and DR programs) that successfully ran a high transaction 24x7 managed hosting service and ASP environment for 200 Financial Institutions. As part of this role, we participated in annual audits from the Federal Financial Institutions Examination Council (FFIEC), US Treasury Department (OTS), Sarbanes-Oxley (SOX) and SAS70 Type II to ensure privacy of the Financial Institutions customers' (i.e. 1 million end users) was secure, protected and controls were in place for flawless execution. Managed a team that delivered business process changes that resulted in reduction to cycle times, streamlined operations and a more measurable standardized process that improved engagement/client profitability simultaneously.

McKesson (Formerly HBOC)

1995 to 1999

Largest pharmaceutical distributor in North America and nation's leading health care IT provider 30,000+employees (www.mckesson.com)

Sr. Manager, HIS Systems Management

Managed the Remote Systems Management Organization responsible for providing Managed Services to client hospitals, doctor's offices, and HMO's. Teams provided system administration, product implementation and 3rd party solution integration to member health care providers. Created technical service opportunities to provide alternate revenue streams; such as monitoring, and event management, technical critical care support, and implementation and upgrade services to participating hospitals. In addition to managing the organization was also responsible for negotiating contracts, fees for service and SLA's with customers and 3rd party outsourced providers

ADDITIONAL PROFESSIONAL EXPERIENCE

Cray Research attached at HQ United States Army Corp. Of Engineers, UNIX Systems Lead 1993 - 1995

United States Air Force, NCOIC, System Programming and Engineering 1986 - 1993

EDUCATION AND CERTIFICATIONS

AACSB International, Professional Qualified Bridge Certification, Tampa, FL
Master Business Administration, Auburn University, Auburn, AL
Bachelor of Science, Auburn University at Montgomery, Montgomery, AL

Executive Certificate in Organizational Leadership and Corporate Strategy, MIT 2008

Six Sigma Black Belt (SSBB), March 2011

Six Sigma Green Belt (SSGB) Certification 2008