

PHILIP MINASIAN

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DIGITAL TRANSFORMATION CXO

Disciplined leader – *exceptional at galvanizing action at the intersection of strategy and execution* – drives vision, growth and outperformance. Uncommon blend of top-tier strategy, operating breadth and deep technology credentials.

Balances rigor with pragmatism to win trust and accelerate results.

COMPETENCIES FOR TANGIBLE BUSINESS OUTCOMES

Expertise in Technology and Key Transformational Verticals:

Technology: Big Data/Analytics/AI; Enterprise Software & IT; Mobile; Cloud; Digitization

Verticals: Retail, Retail Banking, Telecom, Intelligent Cities

Operating Breadth & Depth:

- Growth strategy, transformation, execution, P&L
- M&A, partners, portfolio strategy, industry evolution
- Leadership & organizational performance excellence
- Marketing, segmentation, messaging, demand gen
- Product management, innovation and adoption
- Channels, strategic sales, go-to-market

Led, mentored, stretched over 50 diverse teams to deliver superior outcomes.

A CAREER DRIVING GROWTH: STRATEGY + EXECUTION + TECHNOLOGY

TCS Digital Software & Solutions, *analytics for banks-retailers-intelligent cities; unit of Tata Consultancy Services*, NY, NY
Global Industry Lead and Managing Partner (2014-present)

Report to the GM of a Big Data & AI software product business. Sleeves-up virtual COO role spanning marketing, demand gen, direct sales, channels, strategy, deal desk and contracts. Formulate and operationalize industry positioning and go-to-market. Drive strategic sales across mid-tier US banks and retailers.

- *Created a partner channel from the ground up* – From business cases to contracts and ongoing partner engagement, drove and closed key channel deals with Tech Data, Arrow Nordics and Gfi Informatique.

Personal Communications Devices, *Leading US mobile phone and device distributor*, Hauppauge, NY
VP Strategy & Analytics (2013-2014)

Recruited by CEO to overcome business distress via world-class mobile experience, analytics and strategy.

- Rapidly delivered and operationalized lifeblood analytics to win carrier device slots and fix demand-supply imbalances; wholly revamped device forecasts; counseled CEO on strategic options.

Booz & Company / Katzenbach Partners, *Global consultancy focused on strategy & performance excellence*, NY, NY
Principal / Senior Executive Advisor, Communications Media and Technology practice (2008-2013)

Recruited by Katzenbach to establish telecom vertical. Retained through Booz' acquisition to reinvigorate its stalled US technology practice and expand Katzenbach's Organizational Change, Leadership & Culture Change practice.

Originated and led engagements delivering transformational digital businesses for leading new clients, including Microsoft, Samsung, Verizon Wireless, PayPal, and Frontier.

- *\$70B US Mobile Operator* – Created a “future of consumer retail shopping” vision, strategy and rollout plan leveraging cloud-mobile-big data and key partnerships to capture a \$1B annual opportunity.
 - *\$3B Division of \$65B Software + Services Provider* – Forged a new 15-25x ROI business dev. approach for telcos; jump-started a new executive team; reorganized division to fit new SMB/consumer cloud channel strategy.
 - *\$5B US wireless and fixed line carrier* – Identified and analyzed key drivers of customer churn and developed a 10-point remediation strategy able to generate 20% reductions in churn.
 - *\$3B North American telecom* – Led a transformative program in a call center linking sales productivity, order accuracy, employee engagement; concurrently drove +9-15% productivity, +10% engagement gains.
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Onyx Software Corporation, \$60M enterprise software player: CRM, BI, Marketing Automation, BPM, Bellevue, WA
Chief Strategy & Development Officer and SVP Product Management (2005-2006)

Recruited by CEO in a turnaround to spearhead Strategy and M&A, to lead Product Management with P&L accountability, and to provide disciplined general management input across the executive team.

- Led sale, with CEO and CFO, to private equity for \$92M, staving off hostile takeover bid and returning +45% to shareholders during my tenure.
- Selected, cultivated two M&A and two strategic partner candidates through valuation, terms, diligence; from a funnel of >60 and 10 originated relationships; agreement to acquire Knova Software, 12/2006.
- Drove launch of 5 new products. Led strategic re-pricing/re-bundling to drive aggressive share growth; developed new marketing message; re-galvanized analyst attention; restructured competitive intelligence.

Monitor Company Group, LP, *Preeminent global strategy advisory*, New York, NY

Partner-Leader of *North American Technology/ Telecom Practice* (1999-2005), *Case Team Leader* (1996-1999)

Recruited to provide “real world” experience and counsel senior executives on vital strategic issues. Led rigorous engagements, e.g., at Nextel, AT&T, Cisco, Symantec, Enron, EDS, TI, Motorola, Lucent, Mercator, Pictoretel.

Originated clients that were among Monitor’s top gross revenue generators in both 2001 and 2003.

- *\$8B Wireless Provider* – Drove 53% annual user growth and 15% increase in average user revenues by developing a comprehensive marketing, segmentation and go-to-market strategy.
- *Fortune 100 Energy/ Telecom Provider* – Co-developed a novel approach to industry evolution and application adoption; predicted 2001’s broadband bust; prescribed “bust proof,” trigger-driven market strategy.
- *Fortune 50 Telecom/ IT Service Provider* – \$5B acquisition valuation and post-merger integration of an IP network/IT outsourcing asset; valuation drove +\$500M; developed pioneering e-outsourcing services.

Xerox Imaging Systems / Kurzweil Computer, *AI Pioneer: Optical Scanning, OCR, Text-To-Speech*, Peabody, MA

Director of Engineering & Operations and **Director of Marketing** (1994-1996)

Mgr of Product Development (1988-1993), *Sr. Electrical Engineer* (1984-1988)

Progressed to second-in-command to GM, led all aspects of commercial and consumer business, including the award-winning flagship reader for the blind, *The Reading Edge*. Beat financial targets; near-shored manufacturing; built a lean technical team ground up; completed programs 40% faster and cheaper vs. Xerox programs.

EDUCATION, PUBLICATIONS, HONORS, OTHER

Boston University, Center for Technology and Policy, Boston, MA

M.Sc. Candidate, Technology Strategy & Policy. Coursework completed; GPA: 3.9.

Tufts University, College of Engineering/ College of Liberal Arts, Medford, MA

B.Sc., Electrical Engineering; B.A., Political Science. Magna Cum Laude; Tau Beta Pi, Eta Kappa Nu.

Publications/ Speeches:

“The Retailer Imperative: Creating Hyper-personalized Connected Experiences” (publication, 2020);
 “The Modern Banking Imperative: Creating Hyper-personalized Connected Experiences” (publication, 2019);
 Argyle Executive Events CMO Leadership Forum Panelist: Spotlight on Financial Services (panelist, 2016);
 “Seeing through the Clouds: Navigating the Evolving Cloud Ecosystem” (publication, 2011);
 “Standing Up a Cloud-Enabled Marketing Capability” (publication, 2011);
 STC Human Capital Forum: “Culture Evolution - Work With Culture to Drive Performance” (speech, 2011);
 “Accelerating Deployment of Nationwide E9-1-1: NENA SWAT Stakeholders’ Initiative” (publication, 2003).

Honors: Two US Patents for Xerox’s Reading Edge (US005475505, US00D348054S) • Computerworld Smithsonian Innovation Awards Finalist for Xerox’s *Reading Edge*, included in the Smithsonian’s permanent research collection • Featured in Computer Design • Discover Magazine Technological Innovation Finalist

International Experience: Europe, Japan, Korea, Mexico, India, Middle East