

WAYNE HEFFNER

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SUMMARY

Information Technology leader with extensive experience in the IT Service Management industry. A passionate and decisive leader with a reputation for solving the most complex problems and taking on the most demanding jobs. Develop innovative, leading-edge solutions resulting in multimillion-dollar revenue successes and unequalled customer satisfaction.

EXPERIENCE

Business Owner/Independent Consultant, VMware Application Consultant 2009 - Present

Served in various roles delivering application installation, migration, configuration and customization services.

- Supervised deployment and troubleshooting of VMware Telco Cloud Service Assurance for multiple clients.
- Installed, configured and maintain lab environment for VMware software.

Business Owner/Independent Consultant, Data Center Migration Consultant 2009 - Present

Served in various roles delivering data center migration, consolidation and virtualization services.

- Data Center Solution Architect for data center move for a major U.S. airline.
- Led 5 migrations as the migration lead and 5 as migration assistant for 10 events in 7 months for a major financial services organization. Migrated or decommissioned nearly 4,000 servers and thousands of applications.
- Served as the database administrator for a migration project.
- Led and supervised 3 work stream teams for the Discovery and Analysis phase of data center consolidation project. Provided the design plan for consolidating 62 data centers into 2 data centers.
- Served as the data collection and design consultant for a large healthcare manufacturing customer for a data center relocation and consolidation.

Business Owner/Independent Consultant, Enterprise Management Tools and Process Consultant 2009 - Present

Served multiple customers as a hands-on technology architect, process designer/trainer and organizational design expert.

- "Operationalized" a large EMC SMARTS environment for a fortune 50 company
- Reduced active root cause alarms in SAM from over 22,000 to 3100 o Created 25 Role-based SAM Consoles for operations staff
- Redesigned AM/PM auto discovery rules, filters and processes to facilitate daily, automated discovery
- Created and automated reports from SAM/AM/PM data for inventory, audit and CMDB reconciliation
- Redesigned a SMARTS implementation for a large broadcast media corporation.
- Designed and implemented a SMARTS AM/PM Model for discovery and monitoring of 4 facility power management systems.
- Redesigned the integration of EMC Control Center Storage Management with NetCool manager of managers for a large retail customer.
- Reconciled SMARTS discovered topology with local lore, anecdotes and spreadsheets to provide accurate device lists and management.
- Designed operations consoles to enable Command Center enterprise views of revenue impacting outages.
- Deployed monitoring of virtual environment and designed operations consoles.

EMC Corporation, Senior Manager, Technology Consulting 2006 - 2008

Managed presales consultants in the Americas and Global Advance Solutions Development. Responsible for leading and managing team of pre-sales consultants and developers.

- Developed Enhanced Server Manager and Wireless Manager products, leapfrogging organization into sales opportunities not previously available, and increased revenue by nearly \$10M.
- Revised compensation incentives and developed aggressive solutions training for field sales teams which tripled professional services attach rate for product sales.
- Standardized go-to-market sales engagement by developing sales methodology and training new and existing sales teams.
- Exceeded demands of the largest and most complex customers by building, training and deploying Global Corporate Systems Engineering team of subject matter experts.
- Captured large sales opportunities by rapidly deploying Global Advanced Solutions development team to build customizations, integrations and features, and managing cross functional teams to bring solutions to market.

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2003 - 2005

Acquired by EMC February 2005

Held several presales leadership and management roles of increasing responsibility, culminating in the senior manager role for Systems Engineering for the Americas. Managed the pre-sales team and led technical interaction and presentation of products and services to customers.

- Closed 4 deals over \$7M each by adding Advanced Solutions team to pre-sales force and prototyping 'art of the possible' to large customers.
- Enhanced overall relationship with customer base by changing hiring methodology for presales team, hiring consultative professionals instead of pure technologists.
- Revamped consultant recruiting process to better staff regions and respond to broader opportunities of expanded suite of products.
- Built presales team for Central Region becoming the organization's top sales team for 3 consecutive quarters.

*Greenwich Technology Partners, **Vice President and General Manager, Western Region***

2000 - 2002

Built the first Western sales and delivery region and managed sales, delivery and P&L for the company's largest geographic region.

- Expanded company reach beyond the East Coast by building consulting business with cumulative profitability in 8 months.
- Directed aggressive campaigns and incentives for prepayment for services, reducing days sales outstanding (DSO's) to less than 15 days and greatly improving cash flow.
- Developed and instituted comprehensive engagement methodology resulting in increased customer satisfaction and repeat sales.

*International Network Services (INS), **Managing Director, Enterprise Management Practice***

1995 - 2000

Promoted through several positions of increasing responsibility culminating in the management of teams up to 175 consultants to deliver complex network engineering, network management and organizational consulting services. Supervised client delivery and ensured customer satisfaction with services and deliverables.

- Integrated local hires and available resources from other regions for customer engagements, resulting in reduced risk created by a rapidly growing region.
- Captured and led company's largest account, managing 175 consultants in designing, building and operating large enterprise command center.
- Standardized sales and marketing collateral and delivery methodology for Enterprise Management. Increased marketing visibility by speaking and presenting at industry forums and events.
- Built Enterprise Management Practice to over 600 consultants, representing the company's second most profitable consulting business line.

*I-NET, Inc, **Technical Director, DoD Programs Division***

1994 - 1995

- Met operational demands created by explosive growth of Department of Defense data networks by designing, building and operating 5 Network Operations Centers (NOC's) for the Defense Information Systems Agency (DISA).
- Exceeded division's profitability targets by streamlining development processes and automating product implementation procedures.

*United States Army, **Signal Corps Officer (25C/D/E)***

1985 - 1994

- Increased capacity of the Army data network in Europe by over 300% by designing and deploying the first router-based IP network for the Army in Europe.
- Built communications infrastructure, including telephony, data, HF and VHF radio and television broadcast infrastructure for Riyadh Saudi Arabia during Operations Desert Shield and Desert Storm.
- Bronze Star Medal Recipient.

EDUCATION

Rose-Hulman Institute of Technology

Electrical Engineering