

ALAN C. WILEY

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SUMMARY OF QUALIFICATIONS

Progressive track record of business management growth and success. An experienced professional manager with functional expertise in P&L leadership, financial planning & analysis, strategic planning, sales & service delivery, B2B & B2C business development, operations management, call center management, project management, international operations, acquisitions and risk management. Extensive knowledge of the BPO (business service), information technology and the insurance industries.

PROFESSIONAL EXPERIENCE

NORAMEC INC

Founder, President & CEO

CRM Call Center

April 2004 – May 2007

Greenwood / Jackson, MS

Founded start-up full service inbound /outbound call center that provided customer relationship management solutions. Responsible for the P&L and business development of three business units: sales outsourcing, billing & collection, and customer care. Directed the daily, weekly, monthly and annual procedures and activities of financial, operational, statistical and customer service tracking, analysis, and reporting groups.

- **Entrepreneur Start-up Planning:** Wrote and executed business plan for call center facility from finding the site location, over seeing building construction, making technology decisions, managing PC and telephone hardware & network installation, and system implementation of Microsoft CRM and Great Plains applications. Coordinated information technology integration to fit business model based on process work flow mapping for each business unit.
- **Business Development:** Hunted and farmed customer opportunities to win contracts with large businesses and governmental entities with an emphasis on the telecommunication, tourism and local government industries.
- **Financial Leadership:** Raised capital from initial seed funding by establishing relationships with bankers, economic development leaders and with my own personal savings. Pitched business case to secure public partnership funds to support start-up costs. Met grant obligation to employ 50 employees in the community from low income households.
- **Operational Leadership:** Established operating procedures across multiple functions to establish consistency in customer service delivery and execution. Met customer service delivery goals.
- **Talent Planning:** Developed training and incentive plans to nurture talent pool into a high performance workforce.

RECALL CORPORATION

Commercial Manager, Document Management Solutions

North America Headquarters

October 2004-July 2005

Atlanta, GA

Prepared and achieved sales and expense budgets, forecasts and working capital targets. Responsible for optimizing customer segment mix to reduce new customer acquisition and cost to serve customer expenses. Calculated KPI assessment from customers and operations to ensure service delivery goals were met.

- **Real Estate Planning:** Developed utilization model as a planning tool for forecasting warehouse and facility rack space capacity. Evaluated lease terms and business requirements with real estate developers for facility expansion and steel vendors to purchase rack infrastructure. Led process for new construction building projects in Mexico City and Washington, DC.

- **Lease vs. Buy Decisions:** Utilized industry experience and ability to identify potential transactions consistent with company's strategic direction. Balanced strategic objectives with financial analysis to make lease vs. buy recommendations for large capital expenditures such as facilities and fleet expansion in multiple cities in the United States and Canada.
- **Project Management:** Established program initiatives to address critical success factors such as reducing customer churn. Developed process to identify at risk customers by tracking organic growth at a customer level. Established model to trigger sales leaders to contact customers when carton holdings growth rate fell below industry average.
- **Financial Planning:** Utilized Peoplesoft and Hyperion application for measurement reporting, budgeting and forecasting of business results. Communicated with field sales and operational executives on business performance.
- **Strategic Planning:** Developed the DMS strategic plan based on key operational assumptions, market trends, and facility capacity to absorb growth, sales pipeline, projected churn and competitive forces.

Global Manager of Finance & Planning

September 2002-October 2004

Global Corporate Headquarters

Atlanta, GA

Direct report to CFO with responsibility for all aspects of the planning function of a fast growth world leader in the document management services industry. Developed and implemented the budgeting, forecasting, strategic planning and financial analysis at a global, corporate level for the income statement, balance sheet and cash flow statements under UK GAAP for the multi-national company with over \$400 million of annual sales and operations in 23 countries.

- **Financial Planning & Analysis:** Performed financial research and analysis to support the production of key business service line updates, including CEO monthly business reviews, Board presentations, strategic planning sessions, and analyst/investor presentations. Coordinated document edits with senior executives and corporate staff, ensuring accurate and high-quality output.
- **Strategic Planning:** Utilized project management discipline to coordinate the budget and strategic planning process worldwide. Created Excel templates to upload inputs into Hyperion application to capture operational and financial data to determine best practice key performance indicators based on historical performance. Used these metrics to establish target guidelines for business units.
- **Revenue Planning:** Maintained organic growth model by business unit and country/region. Expanded and adjusted the planning model as needed to reflect appropriate degree of business complexity, while preserving ability to evaluate the impact of macro-level assumptions. Obtained growth assumptions in operational units from the field, and evaluated the reasonableness based on historical performance and known market potential. Highlighted opportunities and risks inherent in earnings projections. Built and assessed multiple scenarios. Tracked and updated market-specific long-term growth initiatives.
- **Mergers and Acquisitions:** Acted as an integral partner in evaluating corporate and product growth opportunities (including merger & acquisition analysis), as well as providing financial oversight and support to achieve international business goals and objectives. Supervised and perform detailed financial analysis, including financial modeling – development of long term forecasts; valuation; calculation of financial impact of potential transactions on consolidated financial results.
- **International Operations:** Traveled internationally in support of global initiatives such as the roll out of economic value added (EVA) as a key metric for measuring business unit performance at all levels of operations. Conducted training workshops in each region of the world. Developed business cases for Board, CEO and CFO approval of international mergers, acquisitions and capital planning projects using financial techniques such as DCF, IRR and NPV.

INTERNATIONAL BUSINESS MACHINES (IBM)

Manager of Finance & Planning

September 1997-September 2002

Americas Geography - Sales & Distribution Markets

Atlanta, GA

Coordinated and consolidated budgets, forecasts, strategic plans and measurements for the Sales & Distribution Division. Responsible for providing financial leadership to support 20,000 client relationship sales professionals in the achievement of \$40 billion in annual revenue. Provided financial support to the General Managers of the Industry units which was IBM's go to market model for services and solution sales.

- Developed the annual budget for the Sales and Distribution Division by negotiating and coordinating the revenue target. Held presentation and roundtables with senior executives within highly matrixed organization to reach agreement on a budget to meet corporate business objectives.
- Planned and coordinated the infrastructure expense program initiative to reduce \$500 million in cost over a three year period. Identified redundancies in the administrative and sales support units to restructure resources to optimize services.
- President of the IBM Atlanta Diversity Employee Network Group. Developed strategic vision and membership programs for the organization's 1,800 members.
- Lead IBM recruiter at Howard University to recruit MBA graduates for positions in Finance, Accounting and Supply Chain Logistics.

Staff Financial Analyst

August 1995-September 1997

Global Insurance Industry Solutions

White Plains, NY

Analyzed worldwide P&L, prices and business plans in support of the global insurance market segment.

- Developed and implemented investment approval model that ranked and rated investment opportunities to allow for relative comparisons of investment opportunities.
- Performed business valuation modeling for two joint ventures and one acquisition.
- Developed and implemented worldwide measurement process to collect accurate financial data across the geographies to prepare profit and loss statement.

TRAVELERS INSURANCE COMPANY

October 1992-February 1995

Senior Claims Representative

Vienna, VA

Risk Management: Conducted loss history investigation, assessed claim value and successfully negotiated resolution of complex bodily injury cases with high claim dollar exposure for Fortune 100 accounts. (i.e., Coca-Cola Company, Melville Corporation).

PRUDENTIAL INSURANCE COMPANY

September 1991-October 1992

Agent

Landover, MD

Sales and service delivery: Marketed and sold personal and commercial lines insurance and investment products.

ALLSTATE INSURANCE COMPANY

August 1988-August 1991

Operations Manager

Tampa, FL

Risk and Operations Management: Worked a litigation casualty desk where coverage issues were researched, liability was determined, damages were evaluated, and cases settled through negotiation, mediation and litigation. As operation manager, was responsible for the administrative and process improvement of the office.

EDUCATION

MBA, Finance

Howard University Washington, DC

B.A., Marketing

University of South Florida Tampa, FL