

MICHAEL O'DELL

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BUSINESS STRATEGY & TECHNOLOGY EXECUTIVE

ACHIEVEMENTS SNAPSHOT

Strategic Level Advisor

Provided executive-level guidance on global implementations, new product launches, Mergers and Acquisitions, and rebuilding teams.

Creator of innovative business solutions: Increased revenue by through award winning Loyalty program. Captured over \$50M in operational savings by reengineering scores of business processes impacting operational efficiency, joint venture integrations, and IT utilization. Key contributor to Pacific Coast Building Products' 33% growth with no headcount increase. Drove integration of shared services organization and developed vision and strategy for success of other key services such as finance and HR.

Pioneer of leading-edge organizational models: Developed vision and led transformation for multiple best-in-class information technology departments. Created BestXperts technology consulting group that provided revenue for parent company while retaining and developing top talent during a recession. Sought after by large ERP provider to mentor others.

Skilled negotiator with reputation for striking deals with "non-negotiable" vendors: Garnered tens of millions of dollars in savings through astute negotiation of dozens of services and products.

Change agent for at-risk organizations and departments:

Transformed failing IT department at Raley's Family of Fine Stores to a preferred provider. Transitioned Pacific Coast's failing ERP project to successful implementation below budget and ahead of schedule. Led project payback in two years. Rescued failed ERP project for Wacker Chemicals.

QUALIFICATIONS & EXPERTISE

- Technology Solution Design & Launch
- Retail Omnichannel
- Retail Analytics
- Digital Transformation
- Strategic Planning and Leadership
- Merger & Acquisition/Joint Venture Integration
- Operational Risk Mitigation
- Deal Structuring and Negotiations
- Organizational Design
- Organizational Change Management
- Business Process Optimization
- Corporate Governance
- Supply Chain Optimization
- Talent Acquisition, Retention & Outsourcing
- Technology Architecture & Integration
- ERP System Lifecycle Management
- Large Scale Systems Implementation
- Financial Modeling and Forecasting
- Sustainable Technology

PROFESSIONAL EXPERIENCE

FOUNDER & PRESIDENT

2008 - Present

XpertMinds, LLC (formerly BestXperts) – Folsom, CA

Provide vision, strategic goals, executive level oversight of organization as well as providing executive consulting services to our clients. During the economic downturn, created BestXperts as a member of the executive team at Pacific Coast Building Products (PCBP), in part to retain stellar team. Leveraging the team's skills brought in revenue to not only cover their costs, but also added \$2M to the bottom line. When the Building Materials industry rebounded in 2012 the core team, with the blessing of the CEO of PCBP, spun off to become an independent company. In 2015, merged BestXperts with SlyMinds to form XpertMinds, LLC. Notable accomplishments are:

- Grew customer base to achieve a 91% average year over year revenue increase since 2008 with solid margins.
- Managed the separation from Pacific Coast Building Products in 2013 while maintaining growth and margins.
- Managed the merger of SlyMinds and BestXperts into XpertMinds.
- Led development of an industry-changing crowd sourcing platform for SAP systems.
- Provided contract CEO and executive level consulting services to XpertMinds/BestXperts clients

CHIEF INFORMATION OFFICER (Contract)

2014 to 2016

Patient Advocate Technology, LLC – Roseville, CA

Successfully led the development of an industry-disrupting Software as a Service (SaaS) application. When the company was sold, provided leadership and representation in the transition.

- Guided application development effort
- Provided CIO-level representation during sale of the company
- Performed due diligence assessment and guidance during sale
- Since acquisition, led efforts to gain HIPAA certification with Kaiser Permanente and Sutter Health

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CHIEF INFORMATION OFFICER

2012 to 2015

Raley's Family of Fine Stores – W. Sacramento, CA

Successfully turned around failing customer loyalty program and led initiatives to increase revenue and margin while developing a long-term corporate strategy. During tenure as member of Executive Team helped lead Raley's to positive revenue and margin increases, developing the long term corporate strategy, getting the >\$55M IT budget right-sized, developing the technology team, and creating an Enterprise Architecture that enabled Raley's to compete in a highly competitive industry. Specific accomplishments included:

- Enriched the customer experience by leading the technical implementation of the 'Something Extra' loyalty card program, eCart online shopping, creating mobile apps for iOS and Android, implementing customer Wi-Fi, and initiating a pilot in six stores for relevant offers based on Geo-Location and iBeacons in the store.
- Created a world-class cyber security team and equipped them with the tools necessary to combat the escalating cyber risk environment.
- Initiative to pay down the significant number of mission critical systems that were no longer supported and posed a significant risk.
- Executed on the marketing digital strategy to include Google Same Day Delivery, Extra Frenzy, Aisle 50 Integration, Gift Card Ordering, Recipe Database, and a GIS mapping solution. Moved the customer-facing website, raleys.com, to Hybris in the cloud.
- Architected and implemented applications that will provide an agile foundation for the future. These include SAP Finance, Informatica MDM, Success Factors Learning Management System & Jam, upgraded Manhattan warehouse management to release 2013 at the Seaport distribution facility, deployed 500 Microsoft Surface Tablets to the stores, implemented pricing optimization with KSS PriceStrat, and brought SAP merchandising to the integration testing phase cycle 2.

CHIEF INFORMATION OFFICER

2000 to 2013

Pacific Coast Building Products (PCBP) – Rancho Cordova, CA

Relentlessly pursued engagement models and projects that provided the most benefit to the business – from oversight of the overall shared services organization to ensuring business leaders had the knowledge and strategic technical guidance they needed to focus on the projects that increase efficiency and the bottom line. Managed all aspects of design, implementation and support of all information technology as well as the consulting group for external customers, BestXperts.

Technology Optimization and Strategic Planning

- Implemented governance structure and fully aligned/assimilated IT team, shifting perception of IT from "black hole" to strategic partner and trusted advisor. Achieved through executive-level relationship building and a productive, business-centric Portfolio Management Office.
- Reduced total IT expenditures as a percent of revenue from near 4% to 0.85% resulting in a competitive cost advantage for the business while increasing the return on investment by a factor of ten.
- Reengineered and re-vitalized struggling ERP implementation. Created and maintained SAP project momentum, delivering the project three months early, and 7% under budget.
- Led aggressive pricing negotiations with all vendors (hardware, software and consultants); captured over \$500K per month in savings during the SAP implementation project and a minimum of 15% per year in subsequent years.

Strategic Leadership and Organizational Management

- Developed innovative co-op IT model to offset technology costs. Provide hosting and support services to outside organizations, thus ensuring that highly-specialized staff are focused almost entirely in their areas of expertise. Able to execute on this model while still providing same high level of service to internal customers.
- Created successful consulting division to provide expert-level ERP project management and implementation services to external customers. Revenue from BestXperts decreased corporate IT staff costs by 25% and ensured retention of top talent during an economic downturn.
- Leading member of the management team that created a highly respected shared services company. Provide ongoing strategic leadership to this organization.

Supply Chain & Business Process Optimization

- Led redesign of Supply Chain for the distribution division resulting in a 25% gross margin increase on non-commodity materials and 40% reduction in working capital.
- Solved challenging business process design issues by employing a business need, bottom-line approach resulting in a fourfold ROI over a twelve-month window for capital expenditures.

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DIRECTOR, INFORMATION SYSTEMS

1996 - 2000

Wacker Chemicals – Adrian, MI

Leadership of IT/IS department including all information system planning, support of nine Wacker companies in the Americas, integration of acquired companies into corporate information systems and administration of \$15M annual capital and expenses budget. Authority over SAP implementation for North American Silicones Division of this \$5B DM global chemical company. Selected as next CIO of the Siltronic Division.

PROCESS/PROJECT ENGINEER

1988 - 1996

Wacker Chemicals – Adrian, MI

Managed process-engineering, construction, process information systems, electrical, instrumentation, control, programming and design services. Controlled annual budgets up to \$10.5M and all aspects of 20-plant projects. Spearheaded ISO 9001 registration. Before moving into engineer role in 1989, served as Research Chemist.

PROFESSIONAL CONTRIBUTIONS & MEMBERSHIPS

AMERICAS' SAP USERS' GROUP (ASUG)

2000 to 2013

ASUG is recognized as the premier independent SAP Americas Users' Group that generates value for its members by leveraging the expertise of the SAP ecosystem. Provided leadership in several areas including serving as chair, leading the development of key business benchmark studies, leading the Executive Exchange council, and leading an industry group focused on Mobility development and strategy.

Chairman, ASUG Board of Directors (2008-2009)

Chairman, ASUG Executive Exchange (2010-2013)

Member, ASUG Board of Directors (2005 – 2013)

Member (1996 – 2016)

UNITED STATES MARINE - UNITED STATES MARINE CORPS (PRESIDENTIAL DUTY)

INSTITUTE OF ELECTRICAL / ELECTRONIC ENGINEERS

EDUCATION

- Bachelor of Science, Electronic Engineering - Chapman College, Orange, CA
- Graduate work in Electrical Engineering and Computer Science – Michigan State University, MI