

# SCOTT R. KRESSNER

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## Senior IT Executive Strategist

Strategic Vision      Business Transformation      Product Development  
Contract Negotiations      Cost Control      Positive Results through Effective Use of Technology

Experienced leader with proven track record of delivering business transformation initiatives resulting in increased revenue, reduction in cost, and expansion of market share.

Consistently led strategic planning and execution of technology and process change for ERP implementation, specialized business applications, acquisitions, and new lines of business.

Subject matter expert in Strategic Planning, Information Technology Planning and Operations, and Wholesale/Retail Distribution.

Experienced speaker at various CIO forums and vendor events.

## PROFESSIONAL EXPERIENCE

### Rush Enterprises • San Antonio, TX • 1997 - 2014

#### Vice President and Chief Information Officer

Largest and fastest-growing network of commercial vehicle dealership stores in North America providing new and used equipment sales, parts, service, body shop, finance and insurance to the commercial vehicle industry.

#### Strategic Leadership

- Identified opportunities and implemented key business technology initiatives to enable rapid growth and to increase profitability. 250% revenue growth from 2012 to 2014.
- Engaged the company's other leaders in developing cross-departmental, enterprise-level solutions rather than point-to-point silos. Transformed how managers integrated technology with business, far exceeding the competition in the industry.
- Supervised a staff of 150 full-time employees and consultants responsible for the delivery and support of all business, voice/data network, and software systems supporting company of nearly 6,500 employees.

#### Innovation

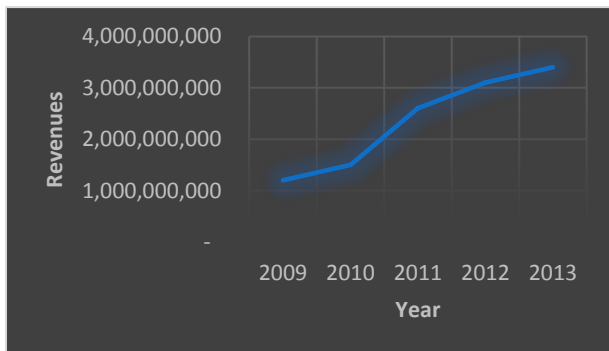
- Developed and delivered a new dealer business management solution (DBM) for automotive industry based on SAP. Provided the strategic and tactical management from the solution search, vendor/partner negotiations, blue-printing, configuration, realization, and business change management. Transformed the retail sales and leasing divisions of the enterprise with real-time, actionable information, improved financial controls and standardized processes across the 150+ company locations.

- Led SAP Business warehouse on HANA project and integrated it into DBM solution reducing reporting times on the average by 300% Real time reporting and dash-boarding initiatives accompanied HANA solution to give executives and front line managers actionable information every 15 minutes.
- Successfully led negotiations and delivered the DBM solution to be monetized by IBM in the commercial vehicle industry.
- Modernized or replaced every major network and business system, setting the industry standard for other heavy-duty trucking and equipment businesses to emulate.
- Directed the development of mission-critical, market-differentiating applications for truck, parts, service sales that resulted in increased sales and reduction in operating costs.
- Delivered B2B and B2C revenue and customer service channels in ordering, accounting, inventory control and warranty interfaces with OEM system and customer-facing websites.

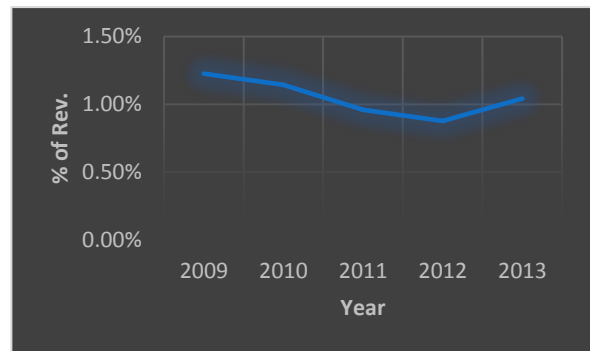
### Growth and Achievement

- Led the enterprise through multiple acquisition/expansion phases and revenue growth from approximately \$400 million in 1997 to revenues of \$4.7 billion in 2014.
- Compressed the profitability timeline for acquisitions through a repeatable, strategic plan that defined equipment standards, implemented common processes, delivered by top-performing conversion teams.
- Delivered significant cost savings and improved performance of voice/data network through expert negotiations and optimization of technology convergence. The enterprise experienced greater bandwidth availability, less downtime of systems and reduction in cost of 30% over the same time period of 300% growth in locations and personnel.
- Implemented multiple regional parts call centers using the Avaya unified messaging technology that integrates telecom, network systems and user desktop features. Resulted in 25% increase in parts invoicing for those regions.

Revenue \$



IT Expense as a % of Revenue



## PROFESSIONAL EXPERIENCE

### Network General • Denver, Colorado • 1997 - 1997

#### Principal Consultant

Worked with CIOs and IT managers at Fortune 1000 companies to define application and infrastructure design inadequacies and advise them on corrective actions.

### National Business Group • Boulder, Colorado • 1996 - 1997

#### Director of Consulting Services

Developed new business as well as managed support of existing customer accounts. Managed five engineers. Generated over \$3 million in revenue. Developed sales and marketing strategies. Established a solution design methodology adopted by the company for consulting and engineering projects.

### US West (now Century Link) • Denver, Colorado • 1995 - 1996

#### Principal Consultant

Responsible for design of corporate voice and data infrastructure for various organizations including the equipment on customer premises through the recommended carrier offerings. Matched the customer requirements for pricing and technology to the system solution. Worked with the new products division to develop new services.

### Digital Equipment Corporation (now HP) • Denver, Colorado • 1993 - 1995

#### Principal Consultant

Responsible for design of corporate voice and data infrastructure for various organizations including the equipment on customer premises through the recommended carrier offerings. Matched the customer requirements for pricing and technology to the

### Rocky Flats (EG&G) • Golden, Colorado • 1991 - 1993

#### Principal Consultant

Provided first-line technical support for classified data systems for the US Department of Energy. Supported a user community of 1,000 employees.

### Veteran of United States Air Force • 1986 - 1991

#### Systems Analyst Top Secret security Clearance

## EDUCATION

Bachelor of Applied Science, Wayland Baptist University, San Antonio, Texas - 2015