

KEITH B. EVANS

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CHIEF INFORMATION OFFICER | CHIEF STRATEGY OFFICER

Curious and analytical, technology-driven C-suite Executive with a unique combination of experience in enterprise strategy, IT, finance, operations and consulting across multiple industries. Energizes growth, efficiency, and profitability by driving strategic business and IT initiatives that generate significant ROI. Leverages innovative and collaborative leadership skills to build and direct high-performing teams and accomplish strategic objectives.

Core Competencies:

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|---|---|--|
| <input type="checkbox"/> Strategic Planning & Execution | <input type="checkbox"/> Information Technology (IT) Management | <input type="checkbox"/> Mergers & Acquisitions |
| <input type="checkbox"/> Process Improvement & Redesign | <input type="checkbox"/> Solutions Design & Implementation | <input type="checkbox"/> Performance Management |
| <input type="checkbox"/> Change Management | <input type="checkbox"/> Program/Project Management | <input type="checkbox"/> Financial Planning & Analysis |
| <input type="checkbox"/> Operations | <input type="checkbox"/> Software as a Service(SaaS)/Cloud Strategy | <input type="checkbox"/> Accounting/Cost Accounting |

PROFESSIONAL EXPERIENCE

SP+ Corporation (formerly Standard Parking), Chicago, IL

2001-2015

A \$1.6B, publicly-traded provider of professional services for parking, ground transportation, facility maintenance and event logistics to real estate owners and managers in a wide array of markets.

Chief Information Officer and Executive Vice President, Operations Support

2014-2015

After completion of the Central Parking merger integration, accepted additional responsibility for newly formed Operations Support Group, focused on improving revenue growth and cost management in operating facilities; reducing preventable revenue losses; automating revenue reporting processes; creating new platform for analysis of revenue and operational data to drive revenue and pricing improvement initiatives; and providing customer support for all online customer-facing activities. Oversaw 160 staff and \$15M G&A budget.

- Improved revenue at leased locations by more than 7% through deployment of operations excellence resources who evaluated occupancy trends, pricing structures, monthly/transient mix, demand drivers, and marketing efforts.
- Redeveloped citations application platform, converting from expensive, proprietary handhelds and code to Android application and low-cost phones/tablets that reduced costs per location by 85% and generated significant growth in parking and violation revenue.
- Reduced cost of call center 50% by refocusing on support of online transactions generating revenue, improving customer self-service capabilities, and redistributing calls to local operations.

Chief Information Officer and Executive Vice President, Strategy

2013-2014

Promoted to lead merger integration with Central Parking. Oversaw large cross-functional team with 15 sub-teams tasked with organization, people, process, and systems integration. Continued to lead overall IT, company-wide PMO, and product management for Click and Park and Remote Management Services. Managed 130 staff with a \$12M G&A budget.

- Delivered >\$34M of integration synergies as the company doubled in size.
- Formed joint venture to merge reservation-based technology of Click and Park with leading on-demand parking payment provider that generated 300% increase in value of Click and Park technology investment from time of purchase.
- Directed redesign of Remote Management Services platform, driving cost reduction of 20-40% per location through use of technology-driven remote parking operations services, reducing or eliminating labor costs in facilities.
- Oversaw enhancement of Click and Park product from event-based online parking solution to a comprehensive online parking solution for reserving transient parking and managing transportation demand.

Chief Information Officer and Senior Vice President, Strategy

2003-2012

Promoted to CIO and also led company's strategic planning and execution processes with a staff of 130 and \$12M G&A budget. Drove alignment of company's strategic plan, financial plan, IT strategy and actual performance results through tools, reports, metrics and KPIs designed to monitor progress toward strategic and financial goals. Only SVP member of Executive Steering Committee.

- Conducted IT due diligence leading up to Central Parking merger and led company-wide integration planning efforts across all functional teams, resulting in synergy model deliverables, day-one readiness plans, and governance structures for integration execution efforts, all while under antitrust review.
- Developed strategic business/technology plan to centralize three key support functions (time and attendance, accounts payable, and monthly parking billing/collection) that generated >\$6M in annual savings. Delivered new solutions for accounts payable and monthly parking billing/collection on Oracle platform.

- Converted organization to Google Apps for Business platform in support of cultural shift toward a more collaborative working environment across widely distributed workforce. Resulted in 75% less cost than upgrading existing platform while also providing completely new tools to enhance collaboration across organization.
- Implemented project management methodology and PMO for strategic and tactical oversight of IT-related projects. Formed and chaired technology steering committee to ensure alignment of projects and resources with strategic goals.
- Outsourced infrastructure support services to Unisys, including helpdesk, PC management, and Windows server administration, that funded a full PC refresh, enhanced customer service levels, and improved security and PC uptimes.

Vice President, Strategic Initiatives 2001-2003 Led significant initiatives in the areas of strategic planning; financial planning, analysis and reporting; and reorganization of various G&A functions.

- Selected and implemented financial planning and reporting system to provide better visibility for entire organization around planned vs. actual performance. Assumed responsibility for financial planning and analysis function.
- Reorganized and centralized duplicative West Coast support functions, saving company \$1.5M annually.
- Designed and executed plan for decentralizing and relocating client reporting personnel to better support operations personnel and clients, saving \$500K annually in office rent and improving client satisfaction.

Scient, Chicago, IL

1999-2001

Director, Business Strategy Practice

Managed and mentored colleagues in e-business strategy area with respect to all aspects of career and skill development, staffing, training, compensation, and performance.

- Led formation of e-business vision and strategy, including revenue and pricing models, market sizing and opportunities, financial pro formas, and rollout acquisition strategies for clients in networking products, e-government, and telecom.
- Key member of Chicago leadership team, contributing to business development and hiring as office grew from zero to 150.
- Maintained colleague productivity and morale through significant corporate restructuring and downsizing.
- Received Community Values Award on two separate occasions.

CSC Consulting, Chicago, IL

1996-1999

Senior Consultant, Financial Management Practice Consulting

projects included:

- Implemented activity-based costing systems and financial process improvements for a Financial Services organization and for several operating locations for a leading third-party logistics company, that resulted in >\$100M savings.
- Served as product cost lead and designed implementation of Oracle's cost management modules to incorporate yield by operation functionality and factor analysis capability for a major manufacturer of silicon wafers.
- Led \$500K cost reduction effort in corporate general and administrative area at major boat and boat engine manufacturer.
- Developed customer profitability system for major consumer goods manufacturer, incorporating traditional product margins as well as effects of distribution channels, financing of receivables, and SG&A efforts.

Kraft Foods, Chicago, IL

1994-1996

Senior Financial Analyst, Financial Systems and Practices, Operations

Managed pilot and rollout of new labor and expense reporting system, encompassing all company plants and supervision of approximately 15 analysts. Developed business intelligence application; designed and implemented company-wide system for consolidation of key performance measures; designed and implemented activity-based costing models in manufacturing plants.

Arthur Andersen & Company, San Francisco, CA

1989-1992

Senior Financial Analyst, Valuation Services Group

Performed financial analysis and valuation of interests in privately held companies involved in acquisitions/divestitures and other capital restructuring events. Developed pro forma projections, including operating results, capitalization and financing requirements, and investor yields; researched and analyzed securities transaction data for development of applicable discounts and premiums relating to minority or controlling interests, lack of marketability, partnership interests, and holding investments.

EDUCATION

M.B.A., Finance and Marketing, Northwestern University, Kellogg School of Management, Evanston, Illinois, 1994 **B.A., Quantitative Economics**, Stanford University, Palo Alto, California, 1989

