BRAD T. KIRK

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DIRECTOR OF CONSULTING, CLOUD COMPUTING & STRATEGIC TECHNOLOGY LEADER

Executive IT Leader, Senior IT Strategic Adviser, Cloud Strategist & Thought Leader, New Technology Business Developer

16 years of experience in IT leadership as a change agent, thought leader and new technology business developer, with broad and deep expertise in IT outsourcing, consulting services and product development. Experienced in helping organizations venture into new territories and respond to market challenges by developing new service offerings, nurturing technology partnerships and establishing new delivery capabilities Versatile combination of sales, consultancy, technical leadership, entrepreneurship, solution development and proposal skills. Business acumen in strategic executive management, IT transformation, business development from technology, energy and banking sectors. Expertise in:

- Strategic IT leadership & Operations, Consulting & Management
- New Business Development & Technology Innovation
- Go-to-Market Strategy, Messaging & Collateral Authoring
- Product & Service Development & Solution Engineering
- Strategic Thought Leadership in Cloud & New Technology Adoption
- Public, Private & Hybrid Cloud Computing (IaaS, SaaS & PaaS)
- Cloud Service Provider Strategic Advisory & Service Development
- Cloud Service Broker Strategy, Tools and Frameworks

PROFESSIONAL EXPERIENCE

Director of Consulting, Cloud Computing Practice Lead — **Orlando, FL**
Franconville Consulting — **Jan 2011 – Present**

- Founded, launched and led a new Consulting's Cloud Computing Consulting Practice, building and directing a new cloud computing consulting organization and service offering
- Directed all aspects of cloud consulting practice development, product development, strategic direction, and marketing, establishing a new set of innovative and practical cloud-based solutions for clients, providing C-level executives with strategic cloud guidance
- Led cloud services strategic direction, oversaw marketing efforts, research & development tied to long-term cloud services vision, created branding and messaging tied to strategy & go-to-market plans, translated into sale and delivery of consulting solutions
- Developed best practices for cloud strategy, adoption, procurement & governance, pioneering a new Cloud Service Broker (CSB) solution to automate an enterprise mutli-hybrid cloud service delivery model for optimized management and control
- Thought leader for cloud service integration, development, best practices, Enterprise Architecture, standards, functional and technical solution architecture, design, management, testing, and education, presenting at numerous conferences and summits
- Consulted with a 44B global datacenter telco, leading a new strategic direction for the company's cloud portfolio. Provided cloud strategy, market analysis, product/service development, business plan recommendations, go-to-market & marketing advisory
- Collaborated with a 165B global telecommunications, cloud/datacenter company on cloud initiatives and partnering strategies
- Consulted for a 49B electrical products manufacturer providing executive strategic cloud advisory and thought leadership.
- Pioneered cloud procurement & governance via Cloud Service Broker (CSB) enterprise mutli-hybrid delivery approaches
- Developed a portfolio of cloud go to market collateral, sales presentations, whitepapers, solution architectures, & service templates
- Established strategic partnerships with innovative cloud companies, enabling automated delivery capabilities and sales channels
- Evaluated cloud technologies to identify leading cloud automation management applications forming an innovative cloud tool kit
- Primary cloud SME & contact for customers, prospects & analyst, primary company spokesperson for press, customer & industry

Member, Advisory Board — **Orlando, FL**
FakeCreek Software — **Jan 2012 – Present**

Senior Manager & Senior Enterprise Architect — **Orlando, FL**
Cassandra — **Jan 2007 – Jan 2011**

- Joined the organization to set new a direction for OS revenue growth by leveraging innovative approaches in enterprise architecture and cloud solutions. Helped grow 08 OS revenues 4.2% on $15B, delivering 121% of year-end target goals for FY 08
- Led Cassandra's Global Infrastructure Outsourcing cloud computing initiatives, driving strategy, transformation, architecture, product and service development, intellectual property development and go-to-market efforts
- Through Outsourcing Services (OS) & cloud engagements, facilitated a 43% surge in H1 09 Global OS revenues to $7.5B, with NA OS advancing 4.1%, reaching 109% of year-end goals for 09, with revenues up 4.3% and profit up 61.3% for 2010 year end
- Co-led the launch of a new business unit focused on innovative leverage of technology, pioneering the adoption of emerging trends in cloud computing to help uncover new markets, develop new services and capture new customers
- Helped launch & nurture a partnership between Cassandra and Amazon Web Services, responsible for managed service product development, service delivery integration with AWS Elastic Cloud Compute & alliance development with key market players
- Pioneered the adoption of key cloud integration architecture and technologies, client engagement strategy, go-to-market collateral, service catalog development, cost model analysis, product interrelationships, support framework and governance structure

- Engaged clients dynamically as an Enterprise Architect for a $7.1B energy provider in Ontario and a $47.2B pharmaceutical company in Indianapolis, co-leading 'Accelerated Solutions Environments' to develop IT architectures, strategies & future-state IT roadmaps
- Served as North America lead for development of Cassandra's private Infrastructure as a Service (IaaS) cloud computing offering responsible for identifying & on-boarding clients, product development, commercials/financials, training & sales support
- Led a 4-month AWS Cloud DR POC for a $11B broad-line Detroit retailer that resulted in successful secure, cloud-based DR with an RTO of 82 minutes. Developed resulting AWS Cloud-based Disaster Recovery products into a managed service offering.
- Collaborated with the VP of Strategy and Architecture to bring to market an Enterprise Architecture practice facilitating the revenue growth above, initiating a TOGAF program to certify 15 architects, co-leading the hiring and placement of architects on key accounts
- Helped form & lead a new 12-person Cloud Center of Excellence based in Mumbai, India, to facilitate low-cost cloud support

Senior Principal Consultant **Orlando, FL**
Vandalay Industries **Jan 2005 – Jan 2007**

- Through solutions architecture, client assessment & value proposition proposal, helped grow ITO revenues to $9.2M (230% increase) and $15.7M (63% increase) in 05 and 06 respectively, contributing to the sale of the company in 07 for $87M
- Reported to the Director of ITO Solutions Engineering and was responsible for client engagement, IT/business strategy alignment, infrastructure architecture, C-level executive interface, presentation, solution formulation, sales & client relationship management
- Led on-site client assessments to determine IT operational maturity, resource utilization, IT spending & IT service alignment with business strategy and vision. Met with key decision makers to determine needs and designed IT solutions to meet them.
- Accelerated client qualification time through custom forecasting & qualifying tools with redesigned pre-sales processes, which led to a full sales pipeline and the revenue increases above; directly responsible for managing and retaining $13.9M for ITO clients
- Engaged executives presenting IT vision, strategy, and ITO solutions resulting in 8 new contracts signed in 05/06 worth $16.8M
- Designed ITIL-based ITO solutions and proposals for a $1B financial services firm and a $5B Fortune 500 Tax Accounting firm

Pawtucket Patriot Consulting **Jan 2001 – Jan 2005**

- Founded Pawtucket Patriot, a technology management company focused on IT leadership, strategy & consulting for banking, financial services, retail & construction clientele. Set aside independent consulting four years later to work directly for Vandalay Industries

Enterprise IT Architect Consultant for Falseplant, Inc. **January 2004 – January 2005**

- Streamlined construction operations & vendor integration as lead architect for a $3.5M construction scheduling application
- Implemented best practices reducing 96 hours to 9 annually, increasing availability from 98.2% to 99.9% for reduced support costs

Executive Technology Advisor for the North Florida Crime Commission **January 2004 - January 2008**

- Sr. IT Advisor to the President of the NFCC, providing key decision making leadership for NFCC's strategic direction & initiatives

Systems Architect and Web Services Lead for Security Technologies **January 2004 – January 2004**
Web Application Engineer for False International, Inc. **January 2003 - January 2003**
Web Services Systems Engineer Consultant for Fake Bank & Co. **January 2002 - January 2003**

- Advised on management best practices for enterprise web services/security, managing 160 servers in New York, Tampa & Orlando

Systems Engineer for Falseplant Financial Corporation **January 2002 - January 2003**
Windows 2000 Migration Engineer Consultant for Florida Guaranteed Student Loan Corp. **January 2001 - January 2002**

Systems Administrator **Tampa, FL**
Aeyla Concepts, Inc. **January 1996 – January 2001**

EDUCATION, CREDENTIALS & PUBLICATIONS

- Ph.D. in IT Management, University of Central Florida (UCF), 2010
- Masters, IT Management, UCF, Orlando, 2004. B.S. Business Information Systems, University of Burlington, 2001
- Microsoft Certified Systems Engineer, ITIL Certified by HP 2007, TOGAF V8.1 Certified by Open Group 2009,