BRAD T. KIRK

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VP of Cloud Product Innovation, Development, Strategy, and Marketing

Delivers on cloud value proposition (agility, simplicity, cost efficiency) in a rapidly shifting landscape. Provides leadership to redefine what's possible with technology, leading organizations to adapt to disruptive environments and venture into new territories. Takes an adaptable, entrepreneurial approach to defining and developing service offerings, nurturing Cloud Service Provider partnerships, and leveraging cloud technologies. Consults throughout Product Development Life Cycle by defining the strategy and tactics to deploy new services, and the governance and structure to ensure sustainability. Expertise in:

- ✓ Cloud Product & Service Development and Leadership
- ✓ Go-to-Market Strategy, Messaging & Sales Collateral
- ✓ Cloud Service Provider Advisory & Service Development
- ✓ Cloud Business Development & Technology Innovation
- ✓ Public, Private & Hybrid Cloud Computing (IaaS, SaaS & PaaS)
- ✓ Cloud Service Governance Frameworks and Cloud Service Brokers

Cloud Industry Thought Leader integrates social media with traditional marketing. Published by IT Consulting Magazine and invited as an executive speaker to 5 conferences for 8 separate cloud publications. Full list of published articles on LinkedIn.

PROFESSIONAL EXPERIENCE

Fraconville Consulting, Orlando, FL Jan 2011 – Present
Director of Consulting, Cloud Computing Practice Lead

Building and directing a new cloud consulting organization as the executive "thought" leader, strategic advisor, and cloud product development driver for Consulting and Cloud Service Provider clients.

Year 1: Leveraged social media (LinkedIn and Twitter) with traditional marketing to establish brand presence as a leader in resolving difficult cloud challenges, such as the complex issues surrounding multi-cloud management and governance.

Year 2: Led development of a portfolio of service and financial models, proposing innovative cloud product offerings. Translated business models into revenue projections with scenario analysis to enable specific sales targets and goals.

Product Marketing, Branding, and Messaging tying to strategy, go-to-market plans, and direct revenue.

- ✓ Reached out to executive, C-level, and VP-level connections to ignite an active, LinkedIn forum of cloud industry leaders. Provided venue to discuss cloud challenges and keep up with trends, news, and market and technology changes.
- ✓ Became a frequent speaker at industry events, merging traditional and social media to meet, connect, converse, and engage with a wide array of potential clients. Primary company spokesperson for press, customers, and industry.

Product Development, Planning, and Strategy enabling clients to be competitive in a disruptive economy.

- ✓ Created best practices for cloud strategy, adoption, procurement, and governance, pioneering a new Cloud Service Broker (CSB) solution to automate an enterprise, multi-hybrid, cloud service-delivery model.
- ✓ Formed a global matrix team of 30 consultants across the US, Ireland, and Thailand, ensuring attractive, onshore/offshore blended delivery. Developed and delivered a formal training program with cloud business development and delivery skills.

Client Projects and Roles employing Cloud technology to drive change and build value for clients:

- ✓ Provided Cloud Service Broker "thought" leadership to Dept of Defense (DoD) and General Services Administration.
- ✓ Consulted with a $47B global datacenter telco, leading a new strategic direction for the company's cloud portfolio.
- ✓ Consulted for a $51B electrical products manufacturer to develop private, cloud service offerings, including market analysis, business direction recommendations, and cloud sales training.

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

Set a new direction for OS revenue growth, in a shrinking economy, by leveraging innovative approaches to enterprise architecture (EA) and cloud solutions. Led global infrastructure outsourcing cloud initiatives, driving strategy, transformation, architecture, product and service development, intellectual property development, and go-to-market efforts. Initiated a TOGAF program to certify 21 architects, and co-led hiring and placement of architects on key accounts.

Collaborated with VP of Strategy and Architecture to bring to market an EA practice facilitating revenue growth shown below.

Year 1: 2008 OS revenues up 4.7% on $13B, delivering 126% of year-end target goals for FY 2008

Year 2: 29% surge in H1 09 Global OS revenues to $7.6B, with NA OS advancing 4.2%, reaching 112% of year-end goals for 2009

Year 3: Revenues up 3.7% and profit up 59.3.3% for 2010 year-end

Cloud Partnerships and Product Portfolio launching a new suite of public and private cloud services.

- ✓ Conducted cost-model analysis to evaluate viability and profitability of cloud offerings. Initiated and managed partnerships with key cloud-platform vendors.
- ✓ Developed required go-to-market collateral, service catalog components, client-facing marketing messaging and content, along with sales promotion and training materials.
- ✓ Led senior management team to launch and nurture partnership between Cassandra and Amazon Web Services (AWS).
  - Served as North America lead for Cassandra's private Infrastructure as a Service (IaaS) cloud offering. Defined architecture requirements and evaluated technologies to form cloud platform foundation. Led service product development, service delivery integration, commercials/financials, training, and sales support.
- ✓ Pioneered adoption of key, cloud-integration architecture and technologies, product interrelationships, support framework, and governance structure.
- ✓ Formed and led a new, 12-person Cloud Center of Excellence with a sustainable onshore/offshore cloud support mix.

Projects and Enterprise Architecture creating structures and standards to deploy new EA solutions and cloud projects.

- ✓ Engaged clients for a $6.1B energy provider in Ontario and a $43.2B pharmaceutical company in Indianapolis, co-leading 'Accelerated Solutions Environments' to develop IT architectures, strategies, and future-state IT roadmaps.
- ✓ Led AWS Cloud POC for a $11B broad-line, Detroit retailer to secure cloud-based DR, with a Recovery Time Objective (RTO) of 92 minutes. Developed resulting cloud-based disaster recovery products into a managed service offering.
- ✓ Led AWS Cloud SharePoint POC, developing and deploying cloud infrastructure to enable managed services capabilities.

Vandalay Industries, Orlando FL — Jan 2005 – Jan 2007

Senior Principal Consultant

Reported to Director Level assuming a diverse and challenging role to lead a start-up style environment for a new business unit focused on innovative, virtualized utility services and managed hosting. Responsible for client engagement, IT/business strategy alignment, infrastructure architecture, C-level executive interface, ITIL-based solution formulation, and sales and client relationship management.

A principal contributor from day one, launching a new IT Operations practice "from the ground up" for multibillion dollar clients.

Year 1: $9.2M (230% increase) for 2005

Year 2: $14.7M (60% increase) for 2006

Year 3: Sale to Vandalay Industries for $85M in 2007

- ✓ Accelerated client qualifications through custom forecasting and qualifying tools with redesigned presales processes, leading to full sales pipeline and revenue increases. Managed and retained $13.2M for ITO clients.
- ✓ Worked directly with VP or marketing to shape and develop a series of marketing messages for new, virtualized services. Gathered feedback from clients to incorporate into marketing strategy and improve sales and promotional collateral.
- ✓ Defined portfolio of product/service offerings, based on market reviews, client assessments, and consulting engagements.

Pawtucket Patriot — Jan 2001 – Jan 2005

Founded an IT consultancy focused on leadership, strategy, and solutions for banking, financial services, retail, and construction clientele.

Job roles included: Enterprise IT Architect Consultant; Executive Technology Advisor; Sr. IT Advisor for Strategic Direction and Initiatives; Systems Architect; and Systems and Windows Engineer. Clients included: Fake, Inc.; North Florida Crime Commission; Security Technologies; Fake International, Inc.; Fake Bank & Co.; Fake; & Florida Student Loan Corp.

Project Highlight: *Enterprise IT Architect Consultant for Falseplant, Inc.*

- ✓ Led an enterprise, architecture initiative to create new service capabilities and streamline construction processes. Deployed strong integration to increase efficiencies and reduce waste. Led solution architecture, design, deployment, and implementation.

ADVISORY BOARD ROLES & GROUP MEMBERSHIPS

Cloud Security Association (CSA) – Orlando Chapter Jan 2013 – Present
Advisory Board Member

Non-profit organization promotes best practices for secure Cloud Computing and advances the uses of Cloud Computing.

Community Council of Orlando — Orlando Area Agency on Aging, Orlando, FL Jan 2013 – Present
Advisory Board Member

Non-profit organization plans, advocates, coordinates resources, and provides services for Orlando-area seniors.

Fakecreek Software, Orlando, FL Jan 2012 – Present
Advisory Board Member

SaaS solution provider, automates server migration to multiple, cloud platforms and provides Cloud Service Provider IaaS onboarding.

Cloud Career Management Group Jan 2012 – Present
Founder

Established a LinkedIn forum for addressing cloud career management

EDUCATION & CREDENTIALS

Ph.D. in IT Management, University of Central Florida, Orlando, 2010

Masters, IT Management, University of Central Florida, Orlando, 2004

B.S. Business Information Systems, University of Central Florida, 2001

Microsoft Certified Systems Engineer, ITIL Certified by HP (2006), TOGAF V8.1 Certified by Open Group (2008)