

Richard Reid

(404) 664-5661 · 11 Glenn Ct · Decatur, GA 30030 · richcreid@gmail.com

Objective

To provide senior business and IT leadership in a dynamic, growth oriented environment where my vision and ability to transform concepts into realized solutions facilitates streamlined development and implementation of software and IT solutions for internal and external customers.

Summary

- ❖ Creator, co-founder, and driver of three businesses from inception with more than 10 years of profitability
- ❖ Senior Director of Fortune 1000 company managing \$100+ Million in revenue who built a team of more than 100 technical resources
- ❖ Proven track record of cost reduction, revenue growth, and new product development while improving service to 7000 corporate customers and 3000 financial institutions

Core Strengths

- Strong Leader
- Business Development
- Budget & Cost Control
- Corporate Sales & Growth Planning
- Strategy, Analysis, and Forecasting
- IT Vision, Planning, Architecture
- Product & Development Management
- Operations Management

Technical Skills:

- ❖ Extensive programming, architecture, and database experience including C#, VB 6, Perl, HTML, XML, CSS, JavaScript, VBScript, AJAX, RSS, ASP.Net, Visual Studio (through 2010), and SQL Server (7.0 – 2008).
- ❖ Exposure to programming for the iPhone and iPad with Objective – C.
- ❖ Platform experience with UNIX, Linux, Windows, Windows Server, and Mac OS.

Vertical Markets

- Automotive
- Finance
- Health Care
- Media
- Real Estate
- Telecommunications
- Transportation / Aviation

CEO (February 2001 to Present)

- **Co-founder and CEO, eMarket Assistant, Inc. (2008 to present)**
- **Co-founder and CEO Custom Code Creations, Inc. (2001 to present)**
- **Co-founder and Broker Direct Link Realty, Inc. (2004 to present)**

Key relationships and initiatives:

Established and maintained long term relationships with key clients including Motorola (telecom), Hennessy Automotive Group, Hendrick Automotive Group, United Automotive Group, Hayes Automotive Group, Cox Enterprises [Atlanta Journal Constitution, Dayton Daily News, Austin Statesman] (media), and Air Tran (transportation / aviation).

- Automated mini Customer Relationship Management (CRM) solution for automotive dealers –email and letter generation on behalf of sales and service teams (fully integrated solution -maintains communication with more than 10,000 customers). Core technologies included ASP, VB6, and SQL Server 2000.
- Predicted industry needs, creating a marketing communication (CRM) system to develop and distribute media for real estate – in 2001. Core technologies included ASP, VB6, and SQL Server 2000.
- Automated sales marketing system (CRM - Silent Salesman / Salesperson) for automotive and real estate marketing – generating up to 10 times the leads from print ads with automated tracking - more than Cox Enterprises had ever recorded for auto dealers (often 100-150 qualified, categorized, interested leads per dealer per day vs. 10-15 in a normal ad). Core technologies included C#, SQL Server 2008, Web Services, Asterisk on Linux, SQL Server Reporting Services (SSRS), and Extract Transform Load (ETL). Worked extensively with Cox Enterprises on this project.
- Created full sales CRM system in collaboration with dealer / owner and staff for auto dealer group (about 200 concurrent daily users, 10 – 12 team members). Core technologies included ASP, VB6, SQL Server 2000 / 2005 / 2008.
- Automated marketing strategies for mortgage and real estate professionals, brokers, and automotive dealers. Core technologies included C#, SQL Server 2005 / 2008, ASP.Net, ETL, and SSIS.
- Designed and developed a business process automation system for remote team collaboration. Core technologies included VB6, SQL Server 2000. Developed for a Fortune 100 company.
- Developed private aircraft checklist system for pilot training, pre / in / post flight checklist automation – project includes practice simulator, hardware device, checklist builder, and licensing management. Project includes joy stick, device, and voice navigation options, one time and recurring items, and navigation for abnormal and emergency scenarios by phase of flight. Also included are carbon monoxide and altitude sensors, options to integrate with plane headphones, fixed memory and SD expansion memory. Core technologies included C#, Win Forms.

Reynolds & Reynolds (1996 – 2001)

- **Director of (IT) Product Management & Product Development – Retail Solutions**
- **(IT) Product Manager – Finance & Insurance**
- **Account Executive**

Reynolds & Reynolds was a Fortune 1000 company providing world class software solutions to the automotive industry. Directed approximately one third of the company's product management, project / program management, and product development resources (roughly 150 development and 150 technical support representatives) delivering vehicle management, customer relationship management, finance and insurance solutions to more than 7000 automotive dealers across the US and Canada.

Key initiatives:

- Operations management of more than 100 resources
- Budgetary responsibility for revenue in excess of \$100M and more than 300 resources
- Built a development team from minimal (3) resources to 150 highly productive, skilled programmers, database administrators, architects, product and project managers who led the organization in productivity
- Collaborated with leadership team to set vision and strategy for product line and participated in senior corporate strategy
- Led product and support teams through Regulation M & Regulation Z (Financial disclosure regulations affecting automotive retail and lease contracts and disclosures) changes – working with more than 3000 financial institutions and 7000 dealers (200 resources worked on this project)
- Set product strategy to solve business needs, designed and implemented standard library of thousands of application modules available on demand to dealers across the country – driving more than \$20M in savings (nearly 50% reduction in support staff) and new revenue (revenue from the library was at a much higher profit margin) [30 – 50 resources were involved at various stages of development, along with a customer advisory board of 12 dealers]

- Designed next generation calculation and forms engine for the future of automotive finance and insurance – the calculation engine and forms engine are the foundation for Reynolds premier finance offerings today – more than 10 years later
- Sold software and hardware systems to dealers and dealer groups throughout northern Georgia.

Terry Cullen Chevrolet (1995)

- **Director of Information Technology**

Terry Cullen Chevrolet was a single point dealer in metro Atlanta with approximately 150 employees. Managed the IT systems for the dealership and all employees while building a customer relations department and business development center (BDC).

Key Initiatives

- Managed Reynolds & Reynolds system
- Purchased, deployed, and supported PC's, printers, WAN and LAN infrastructure
- Hired, trained, and managed customer relations staff
- Designed, developed, and supported customer retention database and software (CRM)

National Bank of Detroit [NBD] (1993 – 1994)

- **Assistant Branch Manager – Regional Banking Center**

National Bank of Detroit was a Fortune 500 company with more than \$50 Billion in assets, and the largest bank in Michigan prior to banking law revision allowing banks to cross state lines. Graduated 1st in the management training program.

Key Initiatives & Training

- Credit, Loan, and Signature Authority for issuing consumer credit & bank assets
- Financial Product Sales
 - Auto Loans
 - Home Equity Loans
 - Signature Loans
 - Credit Cards
- Teller management
- Bank security – including internal security teams, Secret Service, and FBI
- Comprehensive curriculum on
 - Employee hiring & training
 - Management
 - Scheduling
 - Conflict Resolution
 - Team Building
 - Sales

Education

- ❖ The University of the South (1988 – 1993) – Bachelor of Arts
- ❖ Management Training – National Bank of Detroit (1993 – 1994)
- ❖ Sales & Leadership Training – Reynolds University (1996 – 2001)
- ❖ Project Management Training – George Washington University (1997 – 2001)
- ❖ Real Estate Training – Georgia Institute of Real Estate (2004) – Licensed Broker
- ❖ Real Estate Training – Florida Real Estate School (2005) – Licensed Broker