



A Performance & Career Design Firm

iCentro Resume Polishing Services

Original vs. iCentro Resume

iCentro Reference Materials

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iCentro Corporation

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ORIGINAL

ANDREW MARK STIBBS

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OBJECTIVE: To utilize my professional experience and business skills in the area of project management and business development. I hold a British Passport and I am willing to re-locate for the right opportunity.

QUALIFICATIONS

| | |
|-----------------|--|
| Business Skills | Strong analytical skills necessary for performing due diligence, formulating business problems, and identifying business solutions. Quickly learn new concepts and demonstrate subject area expertise. Experience with a wide array of business analysis and process improvement techniques. Complete understanding of the marketing mix and its application to define and fulfill a target market. Familiar with development/refinement of business plans, revenue models, financial plans, and preparation and delivery of investor presentations. Demonstrated entrepreneurial mind-set with ability to continually look for better ways of doing business. |
| Communication | Excellent verbal and written skills particularly with regard to communicating technical concepts to audiences with little knowledge of information technology. Highly skilled liaison between executive management and technical support personnel. Experienced in preparation and delivery of Client and Investment presentations. Good contract negotiation and documentation skills. Experienced in dealing with board-level communication and settings. |
| Entrepreneurial | Demonstrated ability to take calculated risks and follow through with sound execution. Ability to view projects from a strategic viewpoint and create a vision for growth. |
| Industry | Knowledge of new Media, utility, information technology, financial service and investment industries. Excellent working knowledge of capital and financial structure in addition to due diligence process supporting successful venture capital and investment banking projects. |
| Leadership | Sincere concern for the well-being and motivation of team members which fosters teamwork and empowers co-workers. Understand the need to create an atmosphere where a high level of expectation creates an environment where workers feel inspired and compelled to perform. Significant experience with delegation of tasks to team-members. Board level experience. |

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| Management | Sound planning and project management skills necessary for developing and executing detailed project workplans and delivery of technology based solutions, products and services that meet client expectations. Able to break down complex tasks into a manageable step-by-step process and create reporting and management structures necessary for establishing and monitoring project status and success factors. Familiarity with Rapid Development concepts and Project Management Lifecycle planning. |
| Technical | Working knowledge of a diverse number of information technology topics including on-line commerce, client/server applications, workstation technology, streaming and new media delivery, and web development technologies. Ability to leverage this knowledge for application to new technology. High level of computer literacy and extensive knowledge of MS Office and MS Project. |

EXPERIENCE

Independent Consulting Projects (January 2001 – Present)

*Project Manager/
Project Consultant* *Engagement:* Project Consultant to public company re-organizing fuel cell and alternative energy company. Responsibilities included overseeing completion of business and financial model aimed at raising \$10 USD Million first round financing. *Engagement:* Project manager overseeing the launch of a television programme dedicated to emerging and unsigned musical talent in the UK (launched on Granada/Sky in March, 2001). Responsibilities include preparation of financial models, corporate communication packages, design and development of supporting web-site, and design and deployment of internal information systems used to manage day-to-day operations. *Engagement:* Project Consultant to private company offering software solutions to the non-acute healthcare sector. Responsibilities included preparation of financial business plan, preparation of “Road Show” presentation, and organization of investor presentations with Venture Capitalists and Business Angels.

ebop Media plc – UK (April 1999 – December 2000)

Technical Director One of three founding directors of internet media operation targeted at delivering online content to the 18 to 30 year old internet audience. Operations included TV (with an audience of over 1 million viewers) and web-site operations in Italy in addition to a web operation in the UK. Responsible for development of business plans and investor presentations. Responsible for the planning, development, and deployment of technology through ebop Media and the identification of strategic direction. Oversaw development of custom content management system, shopping basket application, community/communication applications, and delivery of streamed content. Involved in securing finance for the initial launch of operations and the management of corporate governance and due diligence processes.

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Independent Consulting Projects (June 1996 – April 1999)

Carpe Diem Projects On-going research of potential new projects with emphasis on the online commerce industry. Performed due diligence and business analysis for a private company providing filmmaking services to the Motion Picture Industry with an emphasis on developing leading edge cameras and optical systems. Provided business planning support for a new company producing a consumer protection product including the production of a product prototype, development of the marketing plan, and full marketing materials. .

Project manager responsible for overseeing canadian operations of a public company including design and coordination of corporate communications including corporate web-site, investor information packages. Project Manager responsible for completing a Reverse-Takeover and listing on the Alberta Stock Exchange. Contract negotiations. Responsible for execution of initial fundraising and secondary financings through private placements.

Tanysis Technologies After attending the first demonstration of a new workstation productivity tool, completed a comprehensive preliminary business plan and feasibility analysis used as a decision making tool by the primary investors. Product subsequently vended into a publicly trading company now trading on NASDAQ.

Accenture (formerly Andersen Consulting) Engagements (1987 – 1996)

Microsoft – Treasury and Cash Management Project manager for the implementation of a third party Global Cash Management windows application (EuroCount TREASURY by EuroCash (UK) Ltd.) for Microsoft’s treasury group. Lead a project team consisting of a Microsoft testing lead, a Microsoft production support analyst, a Senior Developer (EuroCash) and treasury group user analysts. Responsible for preparing and maintaining original project workplans (using MS Project), documenting detailed user requirements for treasury and cash management, coordinating production data preparation, system and test planning, directing conversion activities, and directing post-conversion support of EuroCount.

The Capital Group – Portfolio Accounting System Lead Business Analyst responsible for creating an approach for converting data from the Capital Group’s legacy system, Spark II, to the new Portfolio Accounting application. Created functional specifications for conversion of the following portfolio accounting data: historical transactions, asset cost blocks, asset positions, open items (security receivables/payables). Conversion approach included a strategy for data scrubbing prior to conversion. Worked directly with trust and fund accountants to ensure that data and conversion assumptions were valid. Directed the efforts of a junior conversion analyst

The Capital Group – Portfolio Accounting System Successfully verified the information requirements of a portfolio accounting system which tracks investment trades (equity, options, bonds, etc...), corporate actions (dividends, stock splits, mergers, etc....) and net asset values for a group of mutual funds. Responsible for defining the data model used to support the application. Responsible for conversion of data from legacy portfolio accounting application to state-of-the-art client/server application.

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- BC Hydro - Plant Accounting Phase II* Acting Project Manager and Team lead for the asset management team during the preliminary system design, detailed design, implementation, testing of a client/server system which replaced BC Hydro's existing plant accounting systems. Supervised and coordinated the functional aspects of the system which produces annual savings of \$1.5 million due to productivity, hardware, and operation savings. Considered one of the two firmwide experts on Asset Management.
- BC Hydro - Plant Accounting Phase I* Successfully managed the software selection process through vendor research and documentation of requirements. Successfully solved many major technical road-blocks through creative vendor management. Responsible for the negotiation of price and delivery terms for project hardware and software which resulted in the free and permanent loan of a \$50,000 piece of software.
- BC Hydro - Imaging Project* Designed and installed a pilot workstation network integrating host, PC, and imaging applications for a multi-tasking environment. Integrated two technically diverse imaging environments through the creative and innovative use of inexpensive software and hardware. The resulting process is subject to copyright and patent protection.

Vancouver City Savings Credit Union (1986 – 1987)

- Marketing Research Assistant* In my role as Marketing Research Assistant, responsible for the creation of management reports using the FOCUS database management system. Designed and implemented management reports to facilitate performance tracking for VanCity services and products such as the chequing/savings account introduced in 1986.

EDUCATION

- Andersen Consulting Centre for Prof. Education* Participated in various courses including: system integration, system design and installation, application architecture design, client/server application design and development, imaging application design, expert system design and implementation.
- University of British Columbia* Bachelor of Commerce (Marketing): Emphasis on team projects involving development and presentation of marketing strategy. Electives included finance and economic courses. Demonstrated strong empirical as well as practical skills.

PERSONAL

- Citizenship* Dual Citizenship – British / Canadian – Able to work throughout the EU and Canada
- Sports Activities* Tennis, skiing, hiking, motoring enthusiast (member of local sports car club)
- Investment and Business* Keen interest in personal investment planning, strategy, and management. Read an extensive list of business periodicals and books each year to build and maintain my knowledge base in areas of finance, investment management, marketing, business strategy, and IT deployment and management.

ORIGINAL

Music

Play the trumpet.

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**Carpe Diem Consultants, Vancouver, BC
Project Consulting**

Jan. 2001 – Present

- RedCell Batteries* Jointly developed business plan and financial model including a detailed Canada, US marketing and sales strategy, for an OEM distributor and marketer.
- Voltairis Fuel Cell*
(wholly-owned subsidiary of Whistler Inc, OTCB: WSLR) Oversaw completion of business and financial model aimed at raising US \$10 million (first round), for fuel cell manufacturer and supplier.
- Created business summaries/highlights for potential investors interested in advanced proton exchange membrane (PEM) fuel cell technology.
- “SHOWCASE”, on Granada Sky* Oversaw launch of nightly TV show (2 hours) for emerging and unsigned UK musical talent (featuring 5 to 6 acts per night). Fees paid by acts and/or sponsors.
- Managed 10-person production and marketing team
 - Helped prepare financial models, corporate communications, IS and website design and deployment for daily operations.
- Cerrus Group*
(software solutions for healthcare (UK)) Oversaw preparation of business plan, financial model, “Road Show” presentation.
- Arranged presentations to 5 VCs and two trade investors, leading to JV for product launch and financing.

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ebop Media plc – UK (April 1999 – December 2000)

Founding Partner (1 of 3) /Technical Director

Internet media company (UK) delivering music, lifestyle and cultural content to Generation Y audiences. ebop Media traffic resulted in 1.5 million page views per month, and a loyal user base of 50,000 visitors per month

- Developed strategy and business plan, and coordinated investor presentations: secured initial financing of £2.3 Million.
- Operations included: a 25-person UK business operation; 5-person team in Italy (website and TV show) and Italian TV (entertainment infomercials, fashion news: A Day in the Life of A Supermodel).

Technology

- Oversaw creation of content management system and e-commerce functionality based upon Lotus Notes and Domino. Developed community applications including forums, web-base email, and streamed content.
- Created JV to distribute content via SMS (Simple Messaging System) wireless network based upon subscription model
- Identified a “spin-off” web-based desktop communication and productivity tool , which pre-dated the emergence of the .NET and 2002 web-based strategies.

Sales/Revenues

- Total revenues grew to £80,000 per month after 6 months of operation, from music licensing, ecommerce transactions and advertising.
- Launched JV for online sales of Vinyl records (i.e ASP model): leading to 100% growth in sales over 6-month period.

Carpe Diem Consulting (June 1996 – April 1999)

Consultant

Consumer Products Company

Provided strategic services including prototype development; marketing plan implementation and collateral for company producing UV measuring devices.

- Presentations: BC Cancer Agency, Imperial Cancer Research Fund, and American Cancer Society. (Project was terminated.)

Sepik Gold Corporation (CDNX – SGK)

Completed a reverse-takeover, resulting in \$1.5 million to fund acquisition of gold properties in Papua New Guinea. Designed corporate communications and oversaw all regulatory filings and correspondence.

- Responsible for secondary financings of \$1M and \$500K through private placements.

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Tanysis
Technologies
(NASDAQ – TNIS)

Business planning and feasibility analysis for product designed to increase workstation productivity. Product sold into a publicly trading company (Tanysis).

- Developed presentation that moved parties to resolution, and provided \$2M financing.

Accenture (formerly Andersen Consulting) (1987 – 1996)

Project Manager/Business Analyst

*Microsoft –
Treasury and Cash
Management
(Redmond, June)
Project Manager*

Implemented 3rd-party Global Cash Management Windows application (EuroCount TREASURY by EuroCash (UK) Ltd.) for Microsoft's Treasury group.

Highlights: \$500K, 8-month project, estimated to generated \$500K+ per year.

- Lead and mentored a 10-member, multidisciplinary team (consisting of a MS testing lead, a Microsoft production analyst, a senior Visual Basic/C Programmer and 7 treasury group user analysts).
- Directed conversion activities, and prepared workplans (documenting user requirements for treasury/ cash management, coordinated data preparation and production, system and test planning.
- Reviewed existing controls and found appropriate cash and treasury management lacking or absent

*The Capital Group
– Portfolio
Accounting System
(Brea, CA, March
1994 to June 1995)
Lead Business
Analyst*

Created a unique approach for migrating data to an Oracle database from a legacy system. Data included: US\$150 B portfolio of mutual funds and 5 million records.

- Designed a strategy for cleaning data prior to conversion. Created functional specs for converting data, such as: historical transactions, asset cost blocks, asset positions, open items (i.e. security receivables/ payables).
- Worked directly with a 10-member accounting team; mentored, coached and guided a junior analyst.

*The Capital Group
– Portfolio
Accounting System
Brea, CA, March
1993 to March
1994)*

Verified information requirements of US\$150B portfolio accounting system that tracked investment and corporate activities for a group of mutual funds.

- Defined the data model supporting the portfolio accounting application, to be deployed to 4,500 Capital Group associates in 19 countries.
- Supported 200-member Andersen project team in the design, development, and deployment of the application.

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BC Hydro, Vancouver

*Plant Accounting
Phase II
Project Manager
(acting), Team
Lead*

Lead 10-member team during the design, implementation and test of a client/server system which replaced BC Hydro's existing plant accounting systems.

- Generated \$1.5M in annual savings through the implementation of application; becoming Andersen's standard Asset Management offering (ASSET/1)
- Responsible for completion of all packaging and preparation of product marketing plan.

*Plant Accounting
Phase I
Project Manager*

Developed a "build-or-buy" strategy to replace BC Hydro's legacy Asset Management and Capital Budgeting systems. This included identification and qualification of software packages, vendor research and documentation.

- Negotiated advantageous pricing and delivery terms for project hardware and software. This resulted in in the free and permanent loan of a \$50K software.
- Designed and coded a VB Prototype (40+ windows) which documented user requirements to start Phase II.
- Facilitated the creation of a technical architecture and networking topologies which including Ethernet, Token Ring, SNA (mainframe) and Appletalk

*Imaging Project
Technical Project
Manager*

Designed and installed a workstation network consisting of 6 stations integrating host, PC, and imaging applications BC Hydro's (real estate) Properties division.

- Integrated two diverse imaging environments via inexpensive software and hardware, during \$500K, 6-month pilot project.
- Used open source fax imaging software to integrate PC applications with Open Image Document Image processing application — resulting in a copyright by BC Hydro's IS Group.

*Vancouver City
Savings Credit
Union (1986 –
1987),*

Marketing Research Assistant

- Responsible for creating management reports for performance tracking (i.e. FOCUS) for chequing/savings accounts.
- Increased productivity by using a reporting tool that had not to-date been effectively used by department.

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EDUCATION

*Andersen
Consulting Centre
for Prof. Education
(numerous courses)*

System integration, design and installation; application architecture design, client/server design and development; document imaging and workflow application design, AI/expert) system design and implementation.

- Acted as School lead for Andersen's 3-work intro course for new hires.
- Supervised instructors leading over 200 participants.

*University of
British Columbia*

Bachelor of Commerce (Marketing), 1987
Major: Finance and Economics. GPA: 3.6

PERSONAL

*Citizenship
Interests*

Canadian and British

- Investment planning, strategy, and management.
- Experienced in dealing with people from diverse cultures and backgrounds.

*Community Service
Activities*

Crisis Line Telephone Operator (Vancouver)

Travelling, tennis, skiing, hiking, member of local Porsche sports car club, auto racing

REFERENCES

Available on Request

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