

TRAMALE K. TURNER

1400 Rosa L. Parks Blvd #401 ▪ Nashville, TN, USA 37208 ▪ +1 (248) 420-4003 ▪ shidoshi@gmail.com

DIGITAL MARKETING AND IT EXPERT MANAGER

A highly experienced and motivated Marketing and Technology professional with extensive experience in interactive marketing, E-commerce, Information Technology (IT) strategy, IT governance, talent management, portfolio management, project management, vendor relations management, online channel development, SLA development, operations management, ITIL concepts, IT networking, IT security, capital budgeting, entrepreneurship, finance, and accounting. Possesses a proven record of accomplishment in electronic commerce, all-encompassing computing, and business innovation through transformative technological solutions.

Expertise Highlights

- Digital Business Strategy
- ERP-based CRM (Inbound and Outbound)
- Expert Systems Analyst
- Online Operations and Social Media
- Politically Savvy and Culturally Aware
- IS/IT Governance
- Global Business Process Innovation and Improvement
- Expert IT/IS Manager with Multinational Experience
- Vendor Management and SLA Development
- Superior Writing and Presentation Skills

COMPUTER SKILLS

Applications/Concepts: Microsoft Office Suite, Oracle, SAP CRM, COOL:Gen, PostgreSQL

Systems/Middleware: Windows, Mac OS, Linux, *BSD, Solaris, AIX, JBoss, WebSphere, ColdFusion

Software Development: C, C++, Java, SQL, XML, Perl, Shell Scripting, VB, HTML, PHP, ASP, WML, WCA, HTML/iMode, SOAP, REST, OOD, OOM

EXPERIENCE

CRITICAL MASS

Nashville, Tennessee

Account Director

2009-Present

- Managing supervisor of team of account managers charged with the development and delivery of InfinitiUsa.com, the brand site for the Infiniti division of Nissan North America, Inc.
- Currently responsible for profit and loss performance of over \$9,000,000 in agency billings per annum.
- Leading a project to redefine the strategy and implementation of the Infiniti owner's experience on-line in a multi-vendor and highly complex environment.

VOLKSWAGEN OF AMERICA, INC.

Herndon, Virginia

Process Integration Manager, Marketing/CRM/Customer Care, IT Liaison Brand Volkswagen

2008-2009

- Held responsibility as primary interface in functional areas listed for Volkswagen and Audi brands in the U.S. and Canada. Led strategic planning of IT resources to support stated business tactical/strategic goals.
- Interfaced with counterparts and executives in German global headquarters, to deliver global solutions in accordance with objectives.
- Managed portfolio of \$5,000,000 for projects in digital marketing, CRM, and call center space for brands.
- Increased customer loyalty with delivery of CRM system. Reduced customer data redundancies by 70%.
- Delivered strategic plan to transform call center into branch of CRM experience. Reduced legacy system dependence by 100% and increased opportunity to obtain single view of customer.
- Acted as primary business liaison between the brand and IT. Tracked all technical project and Application Management Service (AMS) issues for brand, crossing all functional areas.
- Delivered plan for first advanced segmentation model in Audi of America's online operations history using Nielsen Claritas, resulting in a 50% increase in accuracy for organic and purchased leads.
- Built working partnerships between Audi/company brands and global parent organizations by identifying actionable areas of improvement through annual functional strategy summit.

Portfolio Manager, Region Americas, Puebla, Mexico

2007-2008

- Oversaw application portfolio and project portfolio management for all Americas members.
- Managed portfolio of applications of €55,000,000 for Argentina, Brazil, Mexico, South Africa, the U.S., and Canada, traveling to countries to ensure projects within portfolio conformed to business strategy.
- Improved regional awareness of projects by 100% by implementing regional architectural release process to review, note synergies, and approve all regional IT projects for funding.
- Organized first meeting of regional portfolio managers within group, bringing together managers from region Europe and region Asia to share best practices and common goals.

- Attended global process integration officer and chief information officer conferences, presenting concepts from Americas region to top-level global IT executives and business officers.

Manager, Services Integration Strategy, Auburn Hills, Michigan 2003-2007

- Built strategy for global group, local, and dealer facing systems integration. Served as executive technical lead and launch manager for all branded consumer sites funded to \$8,000,000.
- Oversaw introduction of software development life cycle, SEP.
- Managed major technical redesign of brand sites, reducing complexity by 50% in lines-of-code, and improving performance to meet stated business non-functional requirements.
- Directed complex mixture of vendors, diverse teams, and annual budgets of millions of U.S. dollars for operations, while maintaining 99.9% average uptime for all brand Web sites.
- Reduced costs by focusing on homogenized operational processes for disparate brand sites in the U.S. and Canada, decreasing overall complexity by 30%.
- Built Extranet to eliminate need for dozens of former paper-based communications.
- Executed several innovative and highly targeted interactive experiences online and off-line such as the driver's license motor show event concept.
- Established global service level agreements between company, external vendors, and German parent, reducing confusion by effectively establishing key KPIs for related business applications.
- Held responsibility for all technical dealer communications and STAR-based integration, as well as all strategies for dealer management systems.

e-Business Technology Leader 2001-2002

- Acted as member of e-Business marketing team responsible for all related technical strategies.
- Managed two major redesigns of www.vw.com Web site.
- Implemented modern vehicle configuration and compare engine.
- Developed practices and procedures, expanding organic/paid lead generation on www.vw.com through implementation of redesigned lead management system, increasing lead generation by over 100%.
- Created release management, code review, and emergency response processes.

SILVERCUBE, INC. Rochester, Michigan

Chief Scientist 1999-2001

- Served as technical leader on all products/services. Created AnyWare wireless content management product line and FRED wireless hardware appliance for new source of revenue and channel strategy.
- Led teams to create several high-profile Internet Web sites and custom software/hardware solutions.
- Created site, brand, and marketing strategies for several ground-up, dot-com properties.
- Introduced wireless and pervasive computing to company as major focus of marketing and mission goals. Added a 20% increase in profitability and a \$15,000,000 valuation for business.

BOWNE INTERNET SOLUTIONS Birmingham, Michigan

Internet Systems Analyst 1997-1998

- Acted as developer on several high-profile Internet, intranet, and Extranet Web sites, including sites for Buick, Cadillac, GM Corporate, as well as others.
- Implemented custom digital assets browser for Buick, written in Java 1.0 in three days.
- Served in system and security administration of corporate IT assets.

NETFIVE, INC. Tokyo, Japan and Auburn Hills, Michigan

Lead Developer/CTO 1995-1997

- Developed interactive properties for Sony, JoMo, Ryuichi Sakamoto, NTT, as well as others. Expanded sales opportunity and contributed to closing deals valued at ¥50,000,000 in coordination with the Tokyo team.
- Opened, incorporated, and served in management of NetFIVE, USA as the Chief Technical Officer.

UNIVERSITY OF PENNSYLVANIA Philadelphia, Pennsylvania

System Administrator 1992-1994

- Acted as laboratory technician for the university's engineering school. Monitored several laboratories. Reported and repaired various hardware and software problems.
- Served as technician for National Center on Adult Literacy (NCAL). Acted as Japanese translator/interpreter.
- Administered system for School of Economics.
- Implemented custom print accounting and quota system in C language.

OTHER EXPERIENCE

WALSH COLLEGE OF BUSINESS, Troy, Michigan, **Adjunct Professional**, 2003-2008 (Concurrent). Served as part-time lecturer and thesis advisor.

EDUCATION LAWRENCE TECHNOLOGICAL UNIVERSITY, Southfield, Michigan
Doctorate of Management of Information Systems (DMIT), 2010 (Expected)

OAKLAND UNIVERSITY, Rochester, Michigan
M.B.A., Management of Information Systems (MIS), Marketing, 2001
B.S., Management of Information Systems (MIS), 2000

PROFESSIONAL DEVELOPMENT Volkswagen Leadership Development Program (2003)

LANGUAGES Fluent in English and Japanese. Novice in German.