Arturo F. Muñoz **Portfolio**

PROGRAMS – PROJECTS – OUTCOMES

consulting
marketing
sales
crm
leadership

REACH4POLARIS
Marketing Insight. Bottomline Impact.

KRYPTONITE – HIS ONLY WEAKNESS

Well, maybe in Arturo's dreams... But in real life, it is work performance that must be out of this world.

In this document you have an opportunity to review a series of corporate programs, projects and outcomes that, along with software & tools that Arturo has had at his disposal, presented him with the privilege of delivering stellar performance to his corporate clients and employers.

The **corporate programs** were initiatives driven by strategy that often originated with one of his proposals, requiring visionary thinking and careful multifaceted, cross-divisional planning and execution over an extensive period of time.

Projects under his leadership and in collaboration with brilliant team players produced an assortment of cumulative benefits that brought each corporate initiative always to an outstanding conclusion.

These benefits are the measure of success for anything he does, and constitute the **outcome** of his work, facilitated by specialized **software & tools** under his control, many of which he has come to master as needed.

With this proven method of performance, who needs a superhero?

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Tugging Inefficient Processes Out Of The Way

As IBM president and CEO Virginia "Ginni" Rometty once put it, "For most companies, isolated business process reengineering is no longer enough."

What do these companies need?

"They need to tie their data across disparate business processes. This is how they gain a holistic view of enterprise operations. This is how they can innovate at a business model level."

"Arturo demonstrated business process reengineering expertise in his efforts to help transform our marketing organization into a service-oriented group that produced value for Sales – and his communication skills are awesome. I recommend Arturo."

Martha Hess, Sr. Director
Global Integrated Marketing
Hitachi Data System

EFFICIENCY THROUGH INNOVATION

FOR CEOS TODAY, IT'S ALL ABOUT ACHIEVING GROWTH AND EFFICIENCY THROUGH INNOVATION. IT'S NOT ABOUT PRODUCT INNOVATION SO MUCH ANYMORE AS ABOUT INNOVATING BUSINESS MODELS, PROCESS, CULTURE AND MANAGEMENT.

GINNI ROMETTY, PRESIDENT & CEO, IBM

data integration skills
business consulting

BOTTOM LINE BUSINESS VALUE

Whether you do it by bringing demand and supply together in real-time, or by managing the risk of decision-making through better business intelligence, it is fundamentally through *system integration and process innovation* that you remain competitive in a changing market.

These skills in integration and business process management are responsible for the bottom line value of your operation.

- Bridge performance gaps to accelerate results
- Establish more significant benchmarks
- Deliver insights to improve decision-making

MARKETING & SALES BUSINESS PROCESS AUTOMATION

Next to knowing systematically how to innovate your operation processes for improved performance comes knowing when to automate them to help project the impact of Marketing & Sales on your **revenue and profit** measures, by championing customer centricity to defeat internal fiefdoms and keep data silos in check.

TECHNOLOGY-ENABLED LEADERSHIP

Knowing, therefore, what business process management and integration skills to apply and when to do so is a function of the kind of leadership that technology can enable for you.

This technology-enabled guidance is what Arturo's clients and employers have received from him and will be in evidence in the following pages.

As you review his track record in optimizing operation processes, by illuminating the path of technology and systems selection, execution and management, you will come to understand why his scores of customer relationship management (CRM) projects met with inarguable success. And why yours can as well.

- Nearly $10M in CRM-related project experience
- 15+ years of experience managing personnel
- Experienced in reorganizing for resilience

REVENUE-GENERATING PROCESS REDESIGN

Survey the value landscape from your customers' perspective toward your company to get a reading on their view of what your company should become for them. Then build a value-centric process model to target revenue generating activities for improvement.

e-BUSINESS OPERATIONAL EFFICIENCY

Using a customer-centric value reference model, build an architecture that, once translated into services, will transform your operation into what your customer expects – an agile, efficient , dependable, technology-enabled service provider.

MARKETING & SALES DATA AND PROCESS GOVERNANCE

Based on this value-centric perspective, repurpose your IT assets where the customer feels it first – in your customer-facing Marketing and Sales operation, and bring process and data governance to this critical area of your business.

Corporate Programs Arturo Has Managed

Program Name	Description	Scope
Engage B2B Marketing Automation	Migrate customer database to an on-demand marketing software platform and integrate lead flow to cloud CRM.	Timeframe: 10 months Key Projects: 5 Team: 3 FTE, 5 Contractors Funds: $430,000
Global Marketing Operations Environment	Architect an end-to-end hybrid demand generation infrastructure to generate and distribute B2B leads worldwide, using an assortment of SaaS and in-house CRM/ERP systems.	Timeframe: 20 months Key Projects: 5 Team: 6 FTE, 15 Contractors Funds: $1.32 million
Leads to Success Partner Initiative	Architect a wholly outsourced channel lead management infrastructure involving custom-designed campaign tracking, call center lead qualification and SaaS lead distribution systems.	Timeframe: 14 months Key Projects: 6 Team: 4 FTE, 10 Contractors Funds: $775,000
Customer Knowledge Web Portal	Configure content management platform and integrate access to third-party BI tools for delivery of customer insight information to users.	Timeframe: 8 months Key Projects: 3 Team: 3 FTE, 6 Contractors Funds: $260,000
REACH Customer Data Intelligence	Procure, integrate and configure 3 data marts to deliver dynamic and holistic exploratory, confirmatory and predictive data analyses on customer response, orders, service calls across global regions, products, channels, target markets, campaigns and time.	Timeframe: 6 months Key Projects: 3 Team: 4 FTE; 12 Contractors Funds: $1.3 million
Unified eCommerce Analytics Portal	Architect a multi-sourced ecommerce transactions and public web site activity analysis data mart for eBusiness performance reporting.	Timeframe: 4 months Key Projects: 4 Team: 3 FTE; 8 Contr. Funds: $415,000
POLARIS Customer Data Warehouse	Architect a customer data hub to improve internationalization, deliver hierarchy management and support data stewardship processes, by reconciling fragmented master data to create trusted master records and feed operations analysis data marts.	Timeframe: 12 months Key Projects: 5 Team: 4 FTE; 15 Contractors Funds: $2.8 million

"Arturo adeptly weaves the technical side of data management with an astute understanding of the customer, market, and the pragmatic needs of a business to produce knowledge that is strategic and critical to an organization's success.
Arturo's capabilities will benefit not just marketing but also other functions where knowledge is key to successful planning and execution."

Rachel Young
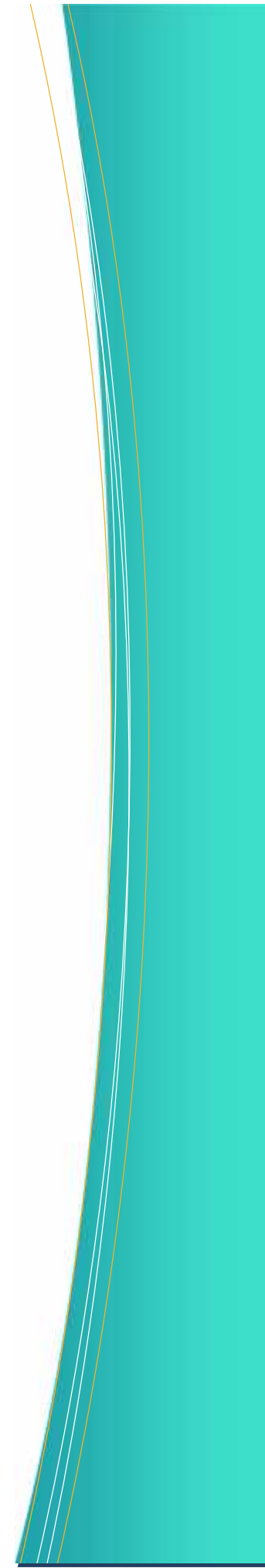Vice President
Cadence Design Systems

Corporate Program Details

Program Name:	*Engage B2B Marketing Automation*
Description	Migrate customer database to an on-demand marketing software platform and integrate lead flow to cloud CRM.
Client/Employer	Alcatel-Lucent
My Responsibility	**Marketing Automation Process Strategist** – Evaluate migration trajectory and map out transformation of legacy response generation and lead management systems to an outsourced (SaaS) model.
Business Objectives	Achieve the following business objectives: 1. Enable creation of automated Marketing campaigns to free up promotional resources. 2. Deliver ability to create personalized Web forms, landing pages and microsites for lead acquisition and qualification. 3. Migrate email campaign execution rules to new SaaS platform. 4. Integrate lead funneling of hot leads to Sales, while sending other less qualified lead to nurturing programs. 5. Import, manage and leverage legacy customer contact data in a newer and more flexible SaaS solution. 6. Automatically deliver branding messages and offers via email, Web sites, landing pages, RSS, mobile and social media. 7. Improve marketing results using real-time, data-driven insights to optimize and prove ROI. 8. Reduce data processing expense in the feeding of a SaaS CRM.
Duration	Staged over 10 months; process redesign ready within 30 days.
Program's Key Projects	• Global Prospect Response Maturation Platform Migration • Global Marketing Operations Analysis Environment • Response Scoring Logic for Contact Prequalification

Program Name:	*Global Marketing Operations Environment*
Description	Architect an end-to-end hybrid demand generation infrastructure to generate and distribute B2B leads worldwide, using an assortment of SaaS and in-house CRM/ERP systems.
Client/Employer	Genesys Communications Laboratories
My Responsibility	**Global Business Process Program Lead** – Build a fully integrated suite of apps to establish an end-to-end demand creation business process for a globally distributed Corporate Marketing and Direct Sales operation.
Business Objectives	Achieve the following business objectives: 1. Integrate worldwide promotional activities via a single global campaign management system. 2. Enable contact management and availability of target list intelligence. 3. Ensure contact data freshness via daily, dynamic data cleansing services to minimize contact record rejection. 4. Deliver demographic contact and firmographic data enhancement. 5. Make contact and lead data quality tracking possible. 6. Establish a contact touch control mechanism. 7. Establish a central email opt-in policy and control mechanism. 8. Enable response-to-lead conversion tracking and reporting. 9. Facilitate digital response capture and scoring. 10. Integrate response management system to central CRM system.
Duration	Staged over 20 months with multiple, concurrent, and successive component releases and architecture engineering. First deliverable ready within 90 days.
Program's Key Projects	• Global Demand Creation Business Group Chartering • TRAC Campaign Initiation Platform Configuration • Marketing Records Staging Service for Data Quality Control • Global Landing Page System Development • Core Consolidator Customer Data Hub • Global Response Data Flow Logic Documentation • Third-party System Integration Governance • Marketing Campaign Execution, Data Processing and Operations Support Service Level Agreement Preparation

Program Name:	Leads To Success
Description	Architect a wholly outsourced partner lead management infrastructure involving custom-designed campaign tracking, call center lead qualification and SaaS lead distribution systems.
Client/Employer	Hitachi Data Systems
My Responsibility	**Partner Relationship Management Project Lead** – Rationalize an end-to-end lead management business process to generate, capture, qualify and distribute business opportunities to channel partners, configure and integrate a suite of apps to account for indirect sales results.
Business Objectives	Achieve the following business objectives: 1. Resolve how to join a lead defined as "ready" to a sales partner defined as "suitable for that lead". 2. Procure channel visibility upon lead closure. 3. Align promotional campaign activity to corporate strategy. 4. Capture and qualify inquiries via telesales for channel distribution. 5. Store, evaluate and dispense qualified channel opportunities via an auction PRM mechanism to secure lead status from partners.
Duration	14 months; 30 days to current state documentation, 6 months to RFP evaluation and vendor selection, 90 days to vendor negotiations and contracting, 60 days to mission-critical infrastructure configuration, 60 days to user training and system deployment.
Program's Key Projects	• Partner Campaign and List Management System • Marketing Master Data Processing Hub • Microsite Integration for Lead Capture • Partner Relationship Management System Configuration • Call Center Response Data Scoring and Qualification • Channel Process Stewardship and Partner User Training

Program Name:	Customer Knowledge Web Portal
Description	Configure content management platform and integrate access to third-party BI tools for delivery of customer insight information to users.
Client/Employer	Lucent Technologies
My Responsibility	**Director of Customer Knowledge Management** – Managed process logic, technical resources, system configuration and integration, architects, development schedules, engineering budgets, deliverables, user training.
Business Objectives	Achieve the following business objectives: 1. Deploy a Customer and Sales portal pulling data from a central repository based upon user profile information to customize delivery of information applicable to a user's situation. 2. Provide a means to manage access by analysts to response, orders, service calls and e-commerce activity across global regions, products, channels, target markets and promotional campaigns. 3. Centralize a means by which product documentation may be revised, published and distributed via a common platform. 4. Enable a dynamic FAQ and collaboration platform to secure collective memory from content users and authors.
Duration	8 months; 90 days to rules and meta definition, 30 days to platform configuration and launch, then 4 months of staged releases and content.
Program's Key Projects	• Product Content Discovery, Definitions and Classification • Content Ownership and Stewardship Assignment • Content Management Platform Configuration • Content Management User Training and Service Agreement Preparation

Program Name:	REACH Customer Data Intelligence
Description	Procure, integrate and configure 3 data marts to deliver dynamic and holistic exploratory, confirmatory and predictive data analyses on customer response, orders, service calls across global regions, products, channels, target markets, campaigns and time.
Client/Employer	Lucent Technologies
My Responsibility	**Director of Customer Knowledge Management** – Managed process logic, vendors selection and negotiations, system configuration, technical resources, architects, development schedules, engineering budgets, deliverables, user training.
Business Objectives	Achieve the following business objectives: 1. Enable rapid exploration and analysis of customer history via multi-dimensional views of a unified customer profile in the form of trends, clusters, high-low indexing, tabular and graphical drill-downs. 2. Develop a series of custom dashboards and tutorials on the use of the analytics platform to ease user adoption and spur platform use.
Duration	6 months; 60 days to first data mart, 30 days to each remaining data mart in a sequence of three. 60 days to user training wrap-up and adoption.
Program's Key Projects	• Marketing Campaign Analysis Data Mart • Booked Orders Revenue Analysis Data Mart • Service Calls Analysis Data Mart • Marts Upgrade and Glossary Documentation

| Program Name:	Unified eCommerce Analytics Portal
Description	Architect a multi-sourced ecommerce transactions and public web site activity analysis data mart for eBusiness performance reporting.
Client/Employer	Lucent Technologies
My Responsibility	**Director of Customer Knowledge Management** – Managed process logic, system configuration, technical resources, architects, development schedules, engineering budgets, deliverables, user training.
Business Objectives	Achieve the following business objectives: 1. Enable intelligent e-Business via exploratory data analysis from the consolidation of ecommerce data sources to produce a broad but deep composite of customer online purchase behavior, reported as trending, clusters, high-low indexing, tabular and graphical views. 2. Draft an e-strategy for the integration of functionality into the e-commerce portal that may provide dynamic one-to-one interaction support with customers via "push technology" automation.
Duration	4 months; 3 months to data mart launch before delivery of e-strategy.
Program's Key Projects	• eCommerce Analysis Data Mart • EDA Analysis and eSurvey • Product Migration Analysis • Cross-Sell, Up-Sell and Churn Modeling

"As a results-driven Marketing Operations leader at Alcatel-Lucent, Arturo orchestrated the creation of the company's first global demand generation workflow process.
He has the aptitude to take a complex vision and then articulate this vision into a well-thought out strategy, working with cross-functional teams within the organization. Not only is he the consummate strategist, but he has the ability to roll up his sleeves and execute on plan. I have always admired his professionalism, his talent, and wholeheartedly recommend Arturo for your next project."

Keiko Moriyama, Principal
Moriyama & Associates

Program Name:	POLARIS Customer Data Warehouse
Description	Architect a customer data hub to improve internationalization, deliver hierarchy management and support data stewardship processes, by reconciling fragmented master data to create trusted master records and feed operations analysis data marts.
Client/Employer	Ascend Communications
My Responsibility	**Director of Database Marketing** – Owned enterprise-wide CRM definition, requirements, data model and interface to mission-critical systems, and managed system configuration, technical resources, architects, development schedules, engineering budgets, deliverables and training.
Business Objectives	Achieve the following business objectives: 1. Unify the view of the customer for the corporation to enable delivery of comprehensive though timely, refined and enhanced business intelligence for decision-making in Sales and Marketing operations. 2. Build a foundation for the integration of a customer metrics platform, customer search engine and personalize customer interaction application for closed-loop opportunity management.
Duration	12 months to initial launch of new platform, with subsequent, ongoing, staged releases. Pilot and subsequent interim system ready within 60 days.
Program's Key Projects	• Process Flow And Data Requirements Definition • Source Data Analysis, Mapping and ETL Routine Identification • Warehouse Development and ETL Configuration • Data Loading, ETL And Summary Value Script Fine Tuning • Data Glossary and Stewardship Documentation

"Whether it's visualizing architecture that has not yet been created, orchestrating or designing the architecture down to reviewing each individual byte of data integrity, Arturo does it all. He is also a great manager and mentor."

Irene Slavens, Director
Program Planning
Aptium Oncology/Salick Health Care
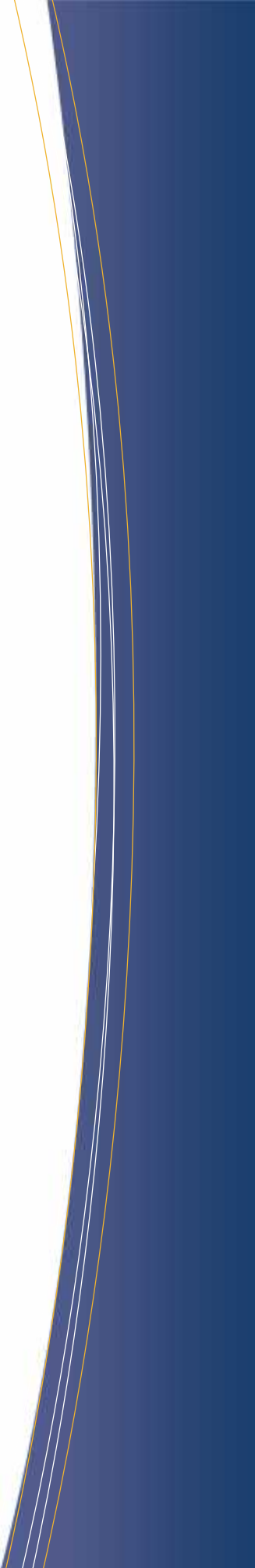
Projects Arturo Has Managed

Project Name	Description	Client/Employer	Duration	Budget
Global Prospect Response Maturation Platform Migration	Produce response data maturation model definition and infrastructure development via cloud-based technology.	Alcatel-Lucent	24 weeks	$220K
Global Marketing Operations Analysis Environment	Direct delivery of a business intelligence roadmap for marketing analytics and reporting, inclusive of customer analysis and metrics for operational guidance and direction.	Alcatel-Lucent	20 weeks	$140K
Response Scoring Logic for Contact Prequalification	Manage investigation and coordination with the sales automation manager of all identification and assignment of SaaS CRM lead flow rules to ensure "closed-loop" evaluation of demand generation efforts.	Alcatel-Lucent	8 weeks	$60K
Quote-to-Cash Product Configurator	Manage POC to evaluate cloud-based and on-premise alternatives to replacing a manual, Excel-based product configuration and pricing tool supporting worldwide sales.	Alcatel-Lucent	10 weeks	$10K
Global Demand Creation Business Group Chartering	Draft Global Demand Creation Group charter and service level agreements for global agencies and clients.	Genesys Laboratories	4 weeks	$25K
go.BEYORD Global Strategy	Co-direct creation of global campaign strategy in branding, messaging and positioning for entire business division.	Genesys Laboratories	12 weeks	$110K
TRAC Campaign Initiation Platform Configuration	Direct creation of custom-designed campaign management SaaS app.	Genesys Laboratories	16 weeks	$150K
Marketing Records Staging Service for Data Quality Control	Rationalize, orchestrate and establish a comprehensive data quality management process and standards matrix for marketing and sales automation integrity.	Genesys Laboratories	24 weeks	$425K
Global Landing Page System Development	Direct development of a cloud-based multilingual marketing response capture mechanism to integrate to multiple marketing SaaS solutions.	Genesys Laboratories	12 weeks	$140K
Core Consolidator Customer Data Hub	Direct development and delivery of a robust multi-sourced marketing database, fully operational with data cleansing, refining and stewarding functions in place to enable a unified view of the customer.	Genesys Laboratories	10 weeks	$125K

Project Name	Description	Client/ Employer	Duration	Budget
Global Response Data Flow Logic Documentation	Managed lead flow process discovery, reengineering and redeployment encompassing the use of multiple third-party platforms, tools and services.	Genesys Laboratories	12 weeks	$65K
Third-party System Integration Governance	Direct the creation of an integration layer for the incorporation of a dozen in-house and outsourced systems involved in the creation of marketing campaigns, response processing, lead qualification, distribution and sales ROI reporting.	Genesys Laboratories	18 weeks	$250K
Marketing Campaign Execution, Data Processing and Operations Support Service Level Agreement Preparation	Craft and negotiate vendors SLAs, service tracking and management terms to support a field marketing and sales organization with over 150 workers.	Genesys Laboratories	12 weeks	$150K
Partner Campaign and List Management System	Manage gathering of requirements, securing of funding, drafting of RFP, selection and negotiation of SaaS agreements with partner relationship management (PRM) and campaign management vendors.	Hitachi Data Systems	8 weeks	$110K
Marketing Master Data Processing Hub	Manage creation a core data consolidation business process to extract, dedupe and assign permanent customer identifiers kept constant despite daily data source refreshing.	Hitachi Data Systems	24 weeks	$160K
Microsite Integration for Lead Capture	Direct rationalization of global lead management process to integrate all global response capture mechanisms and centralize lead flow accountability.	Hitachi Data Systems	6 weeks	$100K
Partner Relationship Management System Configuration	Manage configuration of SaaS PRM to meet business rules and process flow requirements as part of North America closed-loop lead management operation for channel sales.	Hitachi Data Systems	12 weeks	$145K
Call Center Response Data Scoring and Qualification	Manage rule assignment and integration of call center system to partner lead management system.	Hitachi Data Systems	10 weeks	$120K
Channel Process Stewardship and Partner User Training	Direct adoption of new workflow rules, lead management platform, incentives program and partner user training.	Hitachi Data Systems	8 weeks	$85K
Product Content Discovery, Definitions and Classification	Oversee content auditing, classification and repurposing potential to identify content data repository requirements.	Lucent Technologies	2 weeks	$25K

Project Name	Description	Client/ Employer	Duration	Budget
Content Ownership and Stewardship Assignment	Manage articulation of data repository requirements to control content creation spanning the full customer value chain and authors responsibilities. Manage selection of web portal framework, workflow and identify content management tool to configure.	Lucent Technologies	4 weeks	$40K
Content Management Platform Configuration	Direct configuration of Eprise portal platform to enable ease of access to an enterprise library of customer valuation, e-commerce performance and promotional content.	Lucent Technologies	20 weeks	$145K
Content Management User Training and Service Agreement Preparation	Manage development of collaborative environment, including web conferencing, user incentive program, task prioritizer, dynamic FAQ, user web-based training capsules, tutorials, directories and glossaries.	Lucent Technologies	6 weeks	$50K
Booked Orders Revenue Analysis Data Mart	Manage requirements, schema modeling, system prototyping, extractors, system maintenance and load balancing strategy for new customer valuation data mart instance.	Lucent Technologies	12 weeks	$520K
Marketing Campaign Analysis Data Mart	Manage requirements, schema modeling, system prototyping, extractors, system maintenance and load balancing strategy for new marketing response, market segmentation and list control data mart instance.	Lucent Technologies	4 weeks	$156K
Service Calls Analysis Data Mart	Manage requirements, schema modeling, system prototyping, extractors, system maintenance and load balancing strategy for new service calls data mart instance.	Lucent Technologies	4 weeks	$156K
Marts Upgrade and Glossary Documentation	Manage software upgrade (Epiphany 5) for all data marts used in customer valuation and campaign management.	Lucent Technologies	4 weeks	$468K
eCommerce Analysis Data Mart	Manage requirements, schema modeling, system prototyping, extractors, system maintenance and load balancing strategy for new e-commerce transactions mart instance.	Lucent Technologies	12 weeks	$135K

Project Name	Description	Client/ Employer	Duration	Budget
EDA Analysis and eSurvey	Conduct planning sessions with client defining specific eSurvey content. Complete research methodology. Manage cross-tabulation of survey response data and analyze survey response data to identify patterns.	Lucent Technologies	4 weeks	$112K
Product Migration Analysis	Manage construction of network matrix and mapping of all possible pairings of product clusters identified in exploratory data analysis. Construct odds ratios and probabilities. Analyze odds ratios and probabilities to identify product migration patterns.	Lucent Technologies	2 weeks	$84K
Cross-Sell, Up-Sell and Churn Modeling	Manage data preparation for construction of index model. Conduct exploratory and bivariate analysis, performing multivariate logit and neural network analysis. Provide model documentation.	Lucent Technologies	2 weeks	$84K
Process Flow And Data Requirements Definition	Secure and expand data canonical to accommodate demand to scale new warehouse for eBusiness.	Ascend Communications	3 weeks	$145K
Source Data Analysis, Mapping and ETL Routine Identification	Investigate technical requirements and direct staging of source data from CRM, ERP, OLTP and standalone systems.	Ascend Communications	6 weeks	$280K
Warehouse Development and ETL Configuration	Direct creation of Informatica extraction scripts, data transformation rules, triggers and procedures to feed new warehouse schema.	Ascend Communications	24 weeks	$1.4M
Data Loading, ETL And Summary Value Script Fine Tuning	Direct loading, testing and fine-turning of warehouse and maintenance routines.	Ascend Communications	16 weeks	$750K
Data Glossary and Stewardship Documentation	Manage process documentation, including publishing through web portal final warehouse metadata, ERDs and process flow schemata.	Ascend Communications	3 weeks	$225K
Central Customer Data Warehouse	Facilitate client relations and negotiate contract signatures. Draft detailed project SOW, conduct gap analysis, define schedule, critical path and resources requirements.	Thomson Financials c/o HCL Technologies	9 weeks	$ 725K
Telesales Lead Flow Reengineering	Manage lead flow process reengineering project, encompassing the creation of inquiry and marketing databases, design of data capture screens used by telesales and an inquiry fulfillment coding system to manage direct marketing responses.	Aonix	3 weeks	$70K

Project Name	Description	Client/Employer	Duration	Budget
Product Demand Generation Forecast Modeling	Create probabilistic model (Monte Carlo) and a standalone database to assist product marketing in defining its target-customers and their responsiveness to marketing campaigns.	Oracle	6 weeks	$7K
Field Operations Survey	Design questionnaires to conduct primary and secondary research and statistical analysis of survey data supplied by polling service vendors.	Oracle	10 weeks	$10K
Returned-mail Expense Control	Create a first iteration conceptual data model (ERD) to build the company's first marketing database, based on the collection and analysis of business requirements, data flow modeling and the establishment of an internal market pricing mechanism to bring returned-mail expense under control.	Sybase	8 weeks	$20K
Fund-raising Contacts Database	Develop the center's first marketing database to target effective communications and to facilitate fund-raising from healthcare professionals, legislators, educators and clergy.	Center for Bioethics and Culture	4 weeks	$3K
Specialty Food Imports Contract	Negotiate importation and distribution of new frozen food product line (yuca) from Costa Rica to Los Angeles at 30% discount, designing creative, promotional copy and SPIFFs.	RB Bros.	12 weeks	$180K
Specialty Foods Exports Contract	Negotiate a $725,000 exports deal to increase annual sales to Canada tenfold within 2 years.	RB Bros.	24 weeks	$30K
Manufacturing Process Reevaluation	Analyze production process for Nevadan architectural accessories manufacturer to recommend the implementation of systems and controls, personnel restructuring policies and incentives.	Magnalite Systems	1 week	$12K
Field Labor Workflow Analysis	Analyze field operations and plant productivity as a consultant to a leading Washingtonian apple orchard to support drafting of statement of work.	Broetje Orchards c/o IMPAC Integrated Systems	1 week	$10K
Bakery Production-to-Cash Process Analysis	Create a production-to-sales control system for a bakery in San Jose, Costa Rica, comprising the construction of modern data collection methods, the establishment of reporting procedures for all distribution outlets and the design of a database system to maintain records on production cycles, inventory stocks and sales figures.	Industrias Santer S.A.	4 weeks	$20K

Project Name	Description	Client/ Employer	Duration	Budget
Pressroom Operations Waste Management	Recondition the production monitoring system for printing of TV Guide books from a 1950s manual process to database-driven operation, leading to increased accuracy in printed waste management.	Arcata Graphics	12 weeks	$25K
Safety Materials Translation to Spanish	Ensure plant safety by translating all instructions on the handling of hazardous waste and flammable substances applied during mass production runs of TV Guide, Parade Magazine and National Enquirer.	Arcata Graphics	4 weeks	$5K
NAFTA Faces The Congress	Deliver Spanish translation of technical articles on international economics for policy study.	Lowe Institute of Political Economy	2 weeks	$2K
Technical User Guide Copywriting	Layout and edit technical user guide for an alarm autodialer provider, focused on delivering remote monitoring, reporting, datalogging and control functions over standard dial-up or wireless telephone networks.	RACO Manufacturing	4 weeks	$5K

"Arturo is amazing to be around. He has a great ability to compile a vision, and articulate it in a way that instills both understanding and inspiration. His enthusiasm is infectious, and his ability to deliver is unquestionable."

John Weathington, PMP
Enterprise Data Program Manager
Visa

Project Outcomes Via Enterprise-class Technology That Arturo Used

OUTCOME	BUSINESS BENEFITS: What did Arturo get for his clients?	SOFTWARE & TOOLS
Greater Business Intelligence	The right information to make the right decisions with.	Business Objects (IBM)
	The knowledge of what customers wanted most from them.	Cognos BI(IBM)
	The most results with the least resources.	DB2 Alpha Blox (IBM)
	Planning based on what customers said.	MS Reporting Services
	Capability to know who the right audience to target for a promotion was.	Microstrategy
	Discovery of the gems hidden in their customer information.	Hyperion (Oracle)
	Guidance on how to use the data that they already had in hand.	Brio Technology (Oracle)
	The harnessing of the collective knowledge of their team.	Discoverer (Oracle)
	Reliance on an understandable explanation of their marketing & sales ops.	SPSS, Birst, Google Analytics
	Information brought to sharp focus through attention to detail.	Excel, MS Project
	Reliance on a presentable explanation of their marketing & sales operation.	Oracle ERP
	The latest technology for marketing & sales automation.	SAP
	Reliance on meaningful data to run their business with.	SQL Server
	Knowledge on how their complex marketing & sales org spent money.	FoxPro
	No risk of throwing good money after bad projects.	Quickbase
	The support of colleagues that seldom backed up their marketing org.	Sybase
Greater Operational Agility and Optimization	Flexibility in problem-solving.	Salesforce.com
	Concentration of the organization's work effort worldwide.	Eloqua
	Promotions that hit the market fast.	Engage B2B (Silverpop)
	Control no matter the complexity of the operation.	Marketo
	Reliance on a solid operations framework to weather any storm.	Marketbright
	A friendly work place.	Market2Lead (Oracle)
	A diminishing risk of personnel conflicts in sensitive projects.	Neolane
	An operation that made sense.	Hubspot
	Timely high quality work.	TRAC
	Dependence on a dedicated workforce.	Epiphany (Infor CRM)
	An evangelist to persuade their team to follow a common vision.	Siebel CRM (Oracle)
	Ability to make the best decisions based on the most complete information.	CRM Dynamics
	The most insight out of their data.	Sales Logix
	No marketing budget black holes.	Blue Roads PRM
	Harmony for conflicting organizational interests via a common backbone.	PowerDesigner (Sybase)
	Internal credibility for marketing.	ERwin Data Designer
Greater Revenue Growth	Demand generation that worked via an effective workflow.	Purisma (D&B)
	Fast results that only a tough mind could deliver.	FirstLogic (IBM)
	More sales and customer satisfaction.	Trillium (Harte-Hanks)
	A side door to analysis paralysis.	Informatica
	Not having to pass up a single opportunity to be effective.	Firepond/FPX
	The last drop of value squeezed out of their old technology investment.	Big Machines
	Risk-mitigated technology investments to widen their profit margins.	Sterling Commerce (IBM)
	Reliance on marketers who actually knew and could relate to customers.	Sharepoint, ePrise
	Elimination of the marketing vs. sales silos conundrum.	Java/Cold Fusion
	A greater spread between the value of a business lead and the cost of producing it.	Wordpress, HTML/CSS, Gimp/Photoshop, Camtasia