

# John Moyles

VP of Strategy  
VP of Service Development

## Personal Information

### Location

Denver, CO  
San Diego, CA (open to reloc)

### Phone

720-201-8702

### E-Mail

[jmoyles@cdre.com](mailto:jmoyles@cdre.com)

### Social

[linkedin.com/in/johnmoyles](https://www.linkedin.com/in/johnmoyles)

[johnmoyles.com](http://johnmoyles.com)

## Core Competencies

Executive Leadership  
Business Strategy & Development  
Budgeting / P&L / Cost Control  
Financial Analysis & Modeling  
Risk Management & Mitigation  
Business Process Improvement  
  
Program & Project Management  
Technology & Business Integration  
Team Building & Development  
Cross-Functional Team Leadership  
  
Mergers & Acquisitions  
M&A Integration Management  
Strategic Partner Management  
Partner & Vendor Management  
  
Product & Service Development  
Product & Service Management  
Customer Lifecycle Management  
Sales & Marketing Support  
  
Public/Private/Hybrid Cloud  
Data Center Architecture

## Who am I and What I Bring to the Table

I'm a Denver, Colorado-based executive, offering more than 20 years of success and expertise as a high-performing leader, strong manager, team player, consensus builder, and effective communicator that translates organizational vision into measurable results that have **maximized** business performance, had material **positive** impact on cost and revenue, and have **increased** productivity and efficiencies across an organization.

For the last five years, I've held a leadership position at a major Managed Services Provider, working in an environment of public, private, and hybrid cloud solutions. Previous engagements are also in leadership positions focusing on data center, network & server infrastructure, networking, server, & workstation virtualization, and app/web development technology/solutions.

I've spent my professional career focused on two primary competencies: the first being a **skilled strategist** who works with boards, c-levels, & senior executives engaged in high visibility, impact, and costly strategic initiatives, turning them into workable solutions, executing against plan on-budget/on-time, and then sustaining the results with strong metrics & reporting.

My second primary competency is expertise in leveraging **extreme ownership** in creating, leading, managing, and mentoring high performance/accountability teams, through the full program and project lifecycle that delivers, sustains, and reports on the solutions required by the business.

## Leadership - Current

### Director of Mergers, Acquisitions & Integrations

#### Director of Client Advisory

Synoptek | Denver, CO  
2013 - Present

Synoptek is a Managed Service Provider with a "growth through acquisition" strategy. In the past five years, there have been four acquisitions, with two of them each individually doubling the size (revenue and staff) of the organization - now at \$80M/450 staff. This growth has led to two leadership engagements:

- Integration: Directly led the company-wide effort to vision and execute the integration of all new assets (property, people, process, technology) into the organization to realize cost & revenue synergies.
  - **Extreme ownership and leadership** with the responsibility, accountability, and oversight for the program, involving multiple teams with a peak of **50 employees**.
  - Created and sustained **executive stakeholder buy-in** with every domain and department in the organization.
  - While work continues, the initial set of projects were completed on time, on budget, and with minimal disruption to the business and customers. Was recognized by the board and the senior executive team as being **instrumental in the success** of the effort.
- Client Advisory: Based on the success of the integration effort, was recruited by the VP of Client Advisory to design, train, and sustain the new charter for the department of 5 directs and 21 staff.
  - Successfully **aligned** the business needs of the group to the new charter by designing, achieving buy-in, and then implementing the required processes, tools, training, and key metrics needed.
  - **Rebuilt** the department from a passive "order taker" model of account managers to the new model: highly customer focused, highly engaged, highly visible, strategic partners & advisors.
  - **Re-aligned** the department's new functions and capabilities; ensured that the cross-functional boundaries were understood.

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## Leadership – Current (Continued)

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### Product & Service Development/Management

#### Senior Solutions Architect

*Critigen Managed Services (Acquired by Synoptek) | Denver, CO  
2013 - 2015*

Critigen is a spin-off of CH2MHill which had a Managed Services Provider division. Worked in that division, directly with the c-level and senior executive team to perform two primary roles for the organization:

- Senior Solutions Architect: Was the business's senior architect, and worked closely with the sales, operational, and finance teams to ensure that customer and sales requirements could be executed inside our four walls using industry and business best practices. Had full ownership and oversight of the service and product catalog. Sustained and improved the product catalog through financial modeling, market positioning, technical documentation and training, sustainability and improvement programs.

Synoptek carved out the Managed Service Provider division from Critigen. Once that was complete, was tasked by the senior executive team to tackle the challenge of service & product consolidation from previous acquisitions that resulted in duplications, inefficiencies, confusion, poor cost control, and lost revenue.

- Led the effort to consolidate, unify, and classify the product and service catalog for the business. Collaborated with the executive team and key stakeholders throughout the organization to pinpoint overlaps and gaps within the catalog definitions, processes, technologies, and functions.
- Conceptualized and built a SKU profitability model that represented an accurate understanding of true delivery soft and hard costs against various pricing models (market, absorption, penetration, loss-leader, etc.); the business realized increased visibility to true operational margins of products.
- Streamlined the sales, operational, and financial systems & processes by consolidating down into a single catalog placed on a single platform in a standardized format.
- Reduced number of catalog items by 75%, creating migration plans to move customers and the business into the remaining catalog items; simplifying management and delivery for all domains of the business – sales, operations, finance.
- Ensured all remaining catalog items had clear sales strategies, service schedules, and cost & pricing models; this decreased inefficiencies and prevented cost inefficiencies and revenue leakage within the business.
- Created cross-functional process models to standardize the marketing, selling, delivering, and operating methods; closed gaps on SLAs/OLAs standards and compliance.
- Focused the business strategy and sales approach by identifying and creating eight primary lines of business for the service catalog, as well as defining the value and operational synergies between each pillar.
- Worked with finance leadership to align their financial systems and ledger against the pillars and the catalog items in them to allow for a high level of oversight and accountability in tracking sales, revenue, and costs.
- The above work set the stage for additional “down-range” efforts:
  - Streamlined the product delivery system by pinpointing key areas of concern involving vendors, processes, people, and technologies that prevented consistent delivery of a product. Engaged executive stakeholders to create consensus on challenges and win buy-in on moving to solutions.
  - Re-aligned specific operational teams to support individual pillars through a “Centers of Excellence” framework; led the formation of the leadership team that structured the charter and staff for the new support model.
  - Performed detailed financial analysis and modeling of the performance of the pillars to determine where the business should focus future sales efforts. This led to increased sales for the pillars that the business focused on, as well as allowed the business to decrease capital and operating costs on the pillars and services that were pruned back or retired. Was a key player in the analysis & modeling, and worked closely with the senior executive team and the finance department to create and execute the go-forward plan based on the analysis.
  - Worked with the executive marketing, and sales teams to create multi-product whole-stack “bundled” solutions by leveraging identified pillar synergies; decreased sales cycles with new logo customers by leveraging same.
  - Performed detailed analysis of existing customers against the pillar synergies; allowing the sales and client advisory teams to identify and target on high probability up-sell opportunities.

The work above gained board and c-level professional recognition. Was awarded “Employee of the Year” in 2014 for outstanding leadership and management during the above effort. Based on the leadership, high visibility and success of this work was recruited by the VP of Mergers, Acquisitions, and Integrations to lead the department as his Director.

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## Leadership – Past

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### Management and Technology Consultant

Consultant | Denver, CO  
2004 - 2013

Provided vision and leadership in the development and implementation of IT programs and enterprise information systems for multiple companies to define and focus market strategies, streamline processes, and recognize growth opportunities for the purpose of optimizing effectiveness and cost efficiencies. Partnered with executive and C-level management teams to achieve stakeholder buy-in and measure organizational success through strong leadership, oversight, KPI metrics, and reporting. Marquee engagements below (more can be found at [johnmoyles.com](http://johnmoyles.com)):

- **Teachers-Teachers.com:** Company has more than 1M candidates and 20,000 schools are signed up, with more than 25M annual website views.
  - Collaborated with TTCM management and staff to restructure and rebuild the LoB application, ensure best operational practices, and enable SLAs and OLAs to be met with high certainty and.
  - Created and presented a business case to the executive management team demonstrating the need for and value of experienced IT staff. Secured approval and budget to drive the selection, interviewing, and hiring process.
  - Secured IT infrastructure and increased reliability to achieve a 99.99% uptime for 8 years with no security breaches.
  - Optimized launch of a new website through a combination of vision, design, and budget to enhance functionality, usability, and speed improvements, which, in turn, resulted in greater market positioning and customer experience.
  - Migrated data from the capital expenditure model to an operational model, which accomplished measurable cost savings, including lower operational staffing support costs.
- **Sprint Mobile:** Contracted to manage the build-out and deployment of Sprint's mobile (4GL) development center in Denver. Duties included coordination with multiple internal teams, vendors, and business units throughout the country to design and implement network/server connectivity and security hardening. Over twenty different technology and budgetary stakeholders were identified during the project, all of which were "won over" to the project through direct personal interaction and relationship building.
- **Chicago Mercantile Exchange (CME):** The CME is a stock exchange much like the NYSE. Brought on to rescue a stalled web presence project involving all the CME's core business units - Clearing, Corporate Development, Finance, Legal and Regulatory, Operations, Products & Services, and Technology. At the time of the project, each business unit was independently run, with individual P&Ls. Primary responsibility was achieving consensus from executive management in each business unit, inserting and managing teams throughout the various business units to gather requirements, and then driving the project to success by maintaining the executive relationships while working inside the business units to ensure senior and mid-level management were consulted and informed.

### Vice President of IT/IS

#### Cofounder

IP Silver | Denver, CO  
2008 - 2010

Co-founded a startup focused on virtual server and virtual desktop integration (VDI) services with \$2.25M in annual revenues.

- Negotiated and executed a partnership with Sun Microsystems to be the sole provider for implementation of Sun Virtual Desktop Infrastructure (VDI) services across the Denver metro area.
- Reduced operational costs by 35% by employing a "buck stops here" mentality, which enabled reallocated of spend and allowed R&D as well as growth opportunities to expand outside of the initial niche market.
- Built up a team of contractors and employees reaching 15 resources at the peak; created a work culture that inspired personal accountability while capitalizing on individual strengths to facilitate team success.

## Leadership – Past (Continued)

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### Chief Technology Officer (CTO)

#### Cofounder

*X2Delta Networks | Denver, CO*

*2000 - 2004*

Established a startup business delivering ISP and co-location services for more than 60 SMB clients while managing a team of 15 remote and on-site staff. Held full P&L responsibility and oversaw an operating budget of \$5M.

- o Designed and implemented the primary data center space, power, and access layout, and built/fostered key relationships with several point of presence, power, and cooling providers.
- o Envisioned, planned, and directed the build-out of the primary high-reliability/availability VMware server farm and co-location space, in addition to overseeing the daily operations of the facility for more than 3 years.
- o Built a 24/7/365 Help Desk for Tier Level I, II, and III support for deployment, availability, monitoring, maintenance, and issue resolution; integrated control measures to effectively manage employee responsiveness, productivity, and accountability.
- o Performed around two dozen customer premise to data center moves, either “lift and shift” or physical to virtual.

### Director, App & Web Development

*Total SumParts | Leesburg, VA*

*1999 - 2000*

As a direct report to the CEO managed development staff for the complete life cycle development of desktop and web-based applications for enterprise and SMB clients. Managed personnel to form teams of 5 to 15 people per project with specialized skills in website design and database management; supervised data entry engineers; conducted performance evaluations; set and managed project budgets; coordinated team projects across department boundaries.

### Chief Executive Officer (CEO)

#### Cofounder

*C:\ Drive | Castleton, VA*

*1995 - 1999*

Launched startup focused on bring network technologies to bear in healthcare and education markets. network market. Expanded into business and web presence internet services. Primary duties included growing the business through direct sales, marketing campaigns, and partnerships. Secured less than 5% client churn and contract extensions through consistent performance, trust through collaboration, stable operations, and predictable costs.

### Network Systems Manager

#### Partner

*On-Site Computers | Culpeper, VA*

*1991 - 1995*

Partner in a computer service and support company. Consulted, designed, and implemented network solutions for businesses with 2 to 1000 users. Developed and implemented risk assessment and migration policies. Worked with IBM, Novell, Microsoft, and Artisoft networks.

### Sergeant

*United States Marine Corps | USA*

*1985 - 1991*

Non-commissioned Officer in the USMC. Highly decorated, and received the highest possible recommendation for re-enlistment. Received honorable discharge.

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## References and Endorsements

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Excellent references upon request.

Numerous endorsements can be found at [johnmoyles.com](http://johnmoyles.com) by clicking on the “Testimonials” link.