

John Moyles

Vice President

Personal Information

Location

Denver, CO

Contact Information

720-201-8702

jmoyles@cdre.com

Who I am and What I Bring to the Table

I'm a Denver, Colorado-based professional, offering more than 20 years of success and expertise in **corporate, consulting and startup** environments using the art and science of leading the most important corporate resource: people.

I have centered my career on being a hands-on high-performing servant leader, technologist, strategist, motivator, thought leader, and effective communicator that translates organizational vision into measurable results that have **maximized performance**, had a **material positive impact on revenue and cost**, and have **increased productivity and efficiencies** across the organization.

For the last five years, I've held several leadership positions at a major Managed Services Provider, working with a wide variety of customer verticals, environments (local, co-lo, cloud), requirements and needs.

Recent Experience

Director of Customer Success/Advocacy

Synoptek | Denver, CO
2013 - 2018

A national Managed Service Provider with \$100M/450 staff. I held several leadership roles (departmental and functional) during my time with Synoptek. In the **Customer Success/Advocacy leadership role** at Synoptek, recruited by the CEO to design, socialize, build, train, and sustain a new charter for 5 directs and 25 staff.

- Created a new source of revenue: Took full control of the departments P&L and shifted from a cost center to a predictable, profitable, and sustainable revenue center. Shifted the customer engagement model from passive order takers to trusted strategic partners through an aggressive and comprehensive training and staffing program, which resulted in a new billable consultancy team of virtual and fractional CIO's.
- Materially increased customer satisfaction and lowered customer effort: Formalized and standardizing the CRM framework on the "insight" model for up/cross-selling and an "effortless experience" model for relationship sustainment all centered around a strong data gathering and analysis program (CSAT, NPS, CES being the cornerstones). Increased productivity and consistency of delivery by instituting a comprehensive program of mentoring, peer coaching, technical & professional training.
- Increased revenue: identified and aggressively pursued up-the-stack opportunities as well as incentivizing up-sells and cross-sell campaigns for all teams. Closely partnered with the executive, sales, product, marketing, and finance departments to coordinate approach and execution.
- Directly addressed and decreased churn: Created a customer retention strategy that had regional leaders identifying at-risk accounts, and then building cross-department "save" teams. The team mandate was to form a close interaction with the customer in order to diagnose and triage the current challenges, identify future growth opportunities, and then create, execute, assess and report on the strategic plan to meet those objectives.
- Decreased staffing costs: Worked with my leadership team to build staff loading models to measure resource utilization against their workload of existing customer portfolios, new logo, operational, and administrative responsibilities. These models allowed for a realignment of individual portfolios to clear to allow headroom, better leverage underutilized assets, assisted HR in planning for new hires which led to a more predictable staffing cost modeling in the P&L.
- Increased success rate of engagements for new and existing accounts: Embedded staff at strategic points in advisory roles across departments in the quote to cash cycle, which increased overall visibility of the customer's requirements, socialized and validated the engagement, ensured accountability, lowered overall effort and friction, and strengthened cross-departmental efficiency and leadership trust.
- Led from the front: Took on direct management and ownership of an at-risk customer portfolio of enterprise, medium, and small accounts with ~\$950K/month revenue.

Recent Experience (Continued)

Director of Integrations (MA&I)

Synoptek | Denver, CO

In the **MA&I Integration Management Office leadership** role at Synoptek:

- Proven track record of success: Was heavily and directly involved in five acquisitions with Synoptek, with two of the acquisitions each individually doubling the revenue and staff and geographical presence of the company. The result is a single integrated organization that has moved from being a mid-market player with a regional footprint to an enterprise having a coast-to-coast and overseas (EU, India) presence.
- Broad shoulders: Ownership of functional and technology assessments during due diligence planning, integration, and post-close execution management of M&A transactions. Was accountable for the delivery and success of M&A integration engagements and financials, involving multiple teams with up to 100 executive sponsors, staff, vendors, and strategic partners.
- Trusted advisor on the pre-deal phase: Involvement in the preparation and planning for the integration program as a bridge from the due diligence phase. Coordinated with the board, c-suite, and stakeholders to enable seamless integration from strategy formulation to execution. Set the plans and pace for acquisition integrations and guided decision-making processes.
- Standardized and formalized the practice: As leader of the Integration Management Office, created and maintained detailed M&A transition plans & playbooks. Assessed status of each transition with a view to maximizing readiness; learned from previous activities to improve playbook rigor and requirements, to better enable the success of future M&A activities.
- Ensured alignment and realization of strategic goals: With the standardized approach to integration work, ensured that the strategic goals of transactions were realized on time, on budget, on schedule by interacting and collaborating with the leadership team converting strategic interest and intent into the identification, engagement, diligence, and execution of transactions.
- Predictable, profitable, sustainable integrations: Provided hands-on leadership, management, and oversight on all M&A integration project work streams - including IT infrastructure separation, data center migration, application integration, separation, & rationalization, personnel rationalization, and realizing cost & revenue synergies. Identified risks and issues related to integration planning, timeliness, and functional areas. Formulated and managed mitigation plans for integration.
- Successfully managed financial outlay and outcomes: Responsible for day-to-day oversight on financial aspects of project plans for prospecting, due diligence, and integration activities, including creating and documenting key requirements and ensuring they are met (e.g., deliverables from cross-functional teams).

Recent Experience (Continued)

Director of Product Management/Development

Critigen (Acquired by Synoptek) | Denver, CO

2013 - 2018

In the **Product Management/Development leadership role** tasked to tackle the challenge of service/product catalog rationalization from previous acquisitions that had resulted in inefficiencies, confusion, and lost revenue.

- **Reduced complexity:** Engaged the team to review and rationalize into a single unified product catalog, reducing items in the catalog by 75% while categorizing all products and services into one of eight lines of business ("Pillars"). Defined synergies between the Pillars and between individual catalog items. Streamlined sales, build, operations, and finance implementation of each major catalog item by collaborating with key stakeholders to pinpoint overlaps and gaps in the catalog definitions, contractual language, processes, technologies, and functions.
- **Streamlined effort, defined accountability, and reduced friction:** Formalized and standardized ownership and accountability by implementing "service schedules" for all major catalog items that defined contractual and operational delivery (one-time/recurring) for all stakeholders - customer, provider, and third parties. This was leveraged by all domains in the business (marketing, sales, contracts, delivery, and operations).
- **Increased visibility and agility:** Integrated the pillars and the catalog items into sales and finance systems and created detailed metrics and reporting around KPI's visible to all stakeholders. Performed detailed financial analysis and modeling of the performance of the pillars against the market in general and specific verticals and regions to determine where the business should focus future sales efforts.
- **Created an understanding of cost:** Implemented a framework that represented an accurate understanding of true delivery costs - included staffing, dedicated & shared infrastructure, licensing, and marketing & sales. Executed forward-looking plans to decrease capital and operating costs for items to be retired.
- **Predictable, profitable, sustainable:** The above outcomes and results allowed for a more focused/insight based selling approach, as well as targeted up-the-stack, up-sell, and cross-sell campaigns and allowed for budgetary and staffing planning to account for the organizational impact of new and existing logo sells.
- **Created a strong delivery pipeline and engine:** Created a pipeline for new and changed service/product development & adoption - ensuring awareness, socialization, buy-in, readiness, and training needed to adopt the solutions at all levels of the organization. Leveraged continuous improvement process for existing products, and ensuring awareness, socialization, buy-in, readiness, and training needed to adopt the solutions at all levels of the organization.
- **Ensured relevance to market:** Worked with senior leadership to build and maintain a focus on the market, creating the opportunity for new and upgraded service and product positioning to differentiate the company from competitors.

Previous Experience

Management and Technology Consultant

JM Consulting, 2004 - 2013 | Denver, CO

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 optimizing effectiveness and cost efficiencies. Marquee engagements below (further engagements can be found at johnmoyles.com):

- **Teachers-Teachers.com:** Collaborated with TTCM management and staff to restructure and rebuild the main line of business application, ensure best operational practices, and enable SLAs and OLAs to be met with high certainty.
- **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.
- **Newmont Mining Corporation:** Worked with executive leadership to make critical path decisions on existing and future deployments for mission-critical intranet applications. Enhanced performance and security by working with onshore, nearshore, and off-shore teams implementing best practice processes in their environment. Made recommendations on staffing and hiring practices to reduce over-staffing.
- **Chicago Mercantile Exchange (CME):** Brought on to rescue a stalled web presence project involving all the CME's core business units. 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 in each unit.

Vice President (VP) of IT/IS

IP Silver, 2008 - 2010 | Denver, CO

Co-founded a professional services startup focused on virtual server and virtual desktop integration (VDI) services with \$2.25M in annual revenue. Built up a team of contractors and employees reaching 15 resources at the peak; created a culture that inspired personal accountability while capitalizing on individual strengths.

Vice President (VP) of Operations

X2Delta Networks, 2000 - 2004 | Denver, CO

Brought on as a partner in a startup delivering boutique data center and co-location services for more than 60 SMB clients while managing a team of 15 remote and on-site staff. Accountable for day-to-day operations (help desk, engineering) and owned departmental P&L responsibility.

Vice President (VP), App & Web Development

Total SumParts, 1999 - 2000 | Leesburg, VA

As a direct report to the CEO managed development staff for the complete life cycle development of desktop and web-based applications. Managed personnel in teams of 5 to 15 people per project, up to 5 concurrent projects; set and managed project budgets; coordinated projects across department boundaries.

Chief Executive Officer (CEO)

C:\ Drive, 1995 - 1999 | Castleton, VA

Launched startup focused on bringing network technologies in health care and education markets. network market. Expanded into business and web presence internet services by acquiring development and professional services firm. Primary duties included growing the business through direct sales, marketing campaigns, and partnerships. \$5.4M in revenue, 40 Staff.