

# Benjamin S. Lichtenwalner

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## CHIEF INFORMATION OFFICER • TECHNOLOGY EXECUTIVE • SERVANT LEADER

### SUMMARY

Highly successful, business technology executive with a servant-leader approach, specializing in entrepreneurial environments, rapid growth and turnaround opportunities. Innovative and results-oriented, with excellent communication skills and strong work ethic. Eleven years in information technology, including support, development, architecture, management and leadership roles. MBA concentrated in corporate entrepreneurship. Passionate about aligning business and technology goals.

### EXPERTISE

- Application Development
- Coaching and Mentoring
- Continuous Improvement
- Enterprise Resource Planning
- Infrastructure and Support
- Productivity Improvement
- Project Management
- Social Technology / Web 2.0
- Strategic Planning
- Systems Integration
- Team Building and Leadership
- Vendor Management

### EXPERIENCE

#### White Goods & Consumer Packaged Goods Company

2008 – Present

#### Senior Manager, Internet & eCommerce

Responsible for Go-To-Market solutions for the Internet channel at a leading manufacturer and marketer of major home appliances and consumer goods, including more than 150 websites and over \$1 Billion in annual eCommerce revenue. Brand portfolio encompasses many global and regional leaders. Solutions portfolio includes Business to Business, Business to Consumer and trade partner systems.

#### Accomplishments

- Reduced time to market via web channel up to 5 weeks by consolidating 3 product repositories into 1 SAP MDM.
- Established eCommerce governance models to include representation from all brands and major business functions.
- Reduced cost and enhanced productivity by transitioning and consolidating website support across North America.
- Implementing standardized management routines across Go-To-Market functions for consistent and reliable reporting.

#### Teach For America, New York, NY

2006 – 2008

#### Vice President, Technology (Effective CIO)

Reported to the CFO as the most senior technology executive. Oversaw the stabilization, turnaround and growth to scale of all Technology services at \$100MM non-profit, with over 900 employees, 30+ technology team members, 60+ servers and 27 regional, semi-autonomous offices. Leveraged technology to support 100% organizational growth in 18 months. Improved business and technology alignment.

#### Accomplishments

- Oversaw stabilization and replacement of 80% of infrastructure to improve productivity and lower personnel costs.
- Established technology roadmap, based on SOA principles and web 2.0, IBM-centric extranet portal for 18,000 users.
- Established strategic outsourcing relationship, that rapidly extended capacity, meeting critical deliverable timelines.
- Developed technology department to support growth from 400 to 900 employees & \$50MM to \$100MM revenue.

#### TechTarget, Inc., Needham, MA

2004 – 2006

#### Project Manager, Product Development

Reported to the VP / CIO at this IT Media and publishing company. Turned around and managed the development and implementation of a custom Enterprise Resource Planning (ERP) application to support rapid growth. Managed cross-functional teams, schedules, requirements and deliverables. Developed short and long-term strategies including iterative development to align technology and business timelines.

#### Accomplishments

- Consolidated 15 different processes into a single order and inventory management application.
- Developed and implemented the Product Delivery System to manage all sales and inventory.
- Managed applications were primary means of reducing unscheduled revenue by 50% in 2 months.
- Developed technology solutions to support growth from 300 to 600 employees (revenues privately held).

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## **Air Products and Chemicals, Inc., Allentown, PA**

**1997 – 2004**

### **IT Project Lead**

**2003 – 2004**

Managed business-to-business projects in high growth department. Directed international project teams of up to 14 individuals. Governed application lifecycle concerns. Administered emergency software release process. Negotiated contracts. Initiated and led an activity-based cost analysis of programs. Managed projects impacted over 40% of site hits and 60% of B2B transactions including SAP integration.

### Accomplishments

- Established online connectivity with largest customer. Transactions were expected to exceed \$50 million a year.
- Initiated project to replace existing Email Response Management System, reducing total cost of ownership by 65%.
- Created improved system of tracking resource utilization levels that allowed for quicker adjustment of workloads.
- Identified over 16% of misallocated charge-out costs and improved business decisions within E-Business department.

### **Technical Lead**

**2001 – 2003**

Designed and oversaw the daily development activities of 15 different applications ranging in development time from six weeks to five months and 20 to 2,400 man hours. Created standards and best practices for expanding team, including 16 software developers. Translated business requirements into technical designs. Designed applications accounted for over 30% of application hits.

### Accomplishments

- Managed daily development efforts of resources. Key project reduced development time by 80% for 6 employees.
- Designed line of product marketing applications, which were considered the largest, single source of sales leads.
- Designed unique application that created a competitive advantage while improving productivity 60%.

### **Lead Developer**

**2000 – 2001**

Developed applications based upon technical designs. Completed projects included internal, external, secured, unsecured, marketing and transactional applications. Supported growth of new department.

### **Support Analyst**

**1999 – 2000**

Managed IT Support relationship with U.S. field operations at highest levels. Traveled extensively to plant and sales offices. Oversaw hardware and software implementations at remote locations.

### **Developer**

**1997 – 1999**

Programmed a variety of intranet web sites for numerous business units and applications.

## **EDUCATION**

### **Lehigh University, Bethlehem, PA**

Program: M.B.A. (Corporate Entrepreneurship concentration)

1/2005

### **Pennsylvania State University, State College, PA**

Program: B.S. (Management Science & Information Systems)

5/1999

## **ACTIVITIES / ASSOCIATIONS**

<b>Servant Leadership Network</b>	Member	2008 – Present
<b>Technology Executive Network Group</b>	Member	2007 – Present
<b>Non-Profit CIO Council</b>	Member	2007 – Present
<b>Big Brothers of Mass Bay</b>	Big Brother, Alumni	2004 – 2006
<b>Alpha Kappa Psi, Gamma Nu Chapter</b>	President, Advisor, Alumni	1997 – 2001

## **PUBLICATIONS, HONORS & AWARDS**

**Business Driven PMO Setup** (Mark Perry, by J. Ross Publishing) **5/2009**

- Contributed perspective entitled, “Executive Insight: Servant Leadership for the IT Project Manager”.

**Product Group Beyond Expectations Award, TechTarget, Inc.** **8/2005**

- Granted in recognition of exceptional leadership, teamwork and communication.

**Health and Safety Leadership Award, Air Products & Chemicals, Inc.** **10/2003**

- Chairman’s award in appreciation of developing an innovative application which was praised by the FDA.