

Henry Hirschel

Operations * Information Technology * Education

San Francisco Area, CA

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SUMMARY

Accomplished executive with industry expertise in: manufacturing, retail, specialty foods, packaged goods, and technology. Over 20 years of experience leading information technology and guiding finance, customer service, operations, and human resources. Improve company performance by contributing best practice solutions and related technology with entrepreneurial creativity.

MAJOR ACCOMPLISHMENTS

Executive management that formulated the strategic vision then managed the implementation of technology and business process infrastructure that contribute to the maximization of four companies valuation in connection with major equity events:

- NextG Networks (Crown Castle) Growth from \$250M cash infusion to \$1B Acquisition
- Jamba Juice (IPO) Growth from \$40M annual revenue to IPO
- Power Bar (Nestle acquisition) Growth from \$30M revenue to \$350M Acquisition
- Starbucks Coffee (IPO) Growth from \$35M annual revenue to IPO

KEY STRENGTHS: Entrepreneurship Point of Sales/Loyalty Systems Social Media
Strategic Planning Customer Relation Management Project Management

PROFESSIONAL EXPERIENCE

Knowledge IS, Pleasant Hill, CA **2000 – Present**
Consulting Services (Principal)

- Provided consulting services in the following areas: business turnarounds, startups, resource planning and IT demand forecasting.
- Client sectors include business management, physical fitness, telecommunications, health care and an online marketing company.

Golden Gate University, San Francisco CA **2016 – Present**
Adjunct Faculty, School of Undergraduate Studies

University of Phoenix, East Bay Campus, CA **2012 – Present**
Faculty (Classroom), School of Business Management and Technology

American Telesource Inc., Emeryville, CA **2013 – 2014**
VP of Operations – (Finance, HR, IT, Operations)

- Responsible for Accounting, HR, Information Technology, and Application Development.
- Managed the transformation of an old-world, sales-oriented telephone hardware equipment company to an application development and professional services company.
- Improved benefits plan and lowered costs without increasing employee payroll contribution.
- Managed cultural shift to a collaborative business environment from a silo infrastructure.

Crown Castle (NextG Networks), Milpitas, CA **2009 - 2011**
Director, Information Technology

- Designed and implemented convergence system architecture that provided seamless application delivery to all company customers and reduced operating costs by 40%.
 - Designed and implemented a SharePoint/Project Server-based project management system that reduced product delivery time by 55%.
 - Empowered individuals by creating a web-based reporting tool to manage business in real time, replacing shared spreadsheets.
 - Sought and received approval from the Board of Directors to implement a \$2.8 million ERP system that integrated project management system with financial and fixed asset systems.
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Club One, Inc., San Francisco, CA**2005 - 2008****Director, Information Technology**

- Managed an annual operating budget of \$1.0 million and a capital budget of \$1.5 million.
- Established centralized enterprise standards for core business transactions, reducing billing time by 80% and monthly close in 3 days a reduction of 10 days.
- Designed interactive online website which reduced membership acquisition costs by 3% and increased membership retention above industry benchmark.

Jamba Juice Company, San Francisco, CA**2000 - 2005****Director, Information Technology and Customer Service**

- Managed a department of 13 IT professionals and 12 consultants with an annual operating budget of \$2.2 million and a capital budget of \$4.0 million dollars.
- Led the “Jamba card” initiative, which accounted for 10% of total company sales within the first 24 months of launch.
- Upgraded all technology at 450 store locations over a nine-week period, reducing support costs by 30%.

OTHER RELEVANT EXPERIENCE

PowerBar Inc., Berkeley, CA

Director of MIS

Pasqua Coffee Bars, San Francisco, CA

Director of MIS

Starbucks Coffee, Seattle, WA

Operations Manager - MIS

EDUCATION

Doctor of Business Administration, Golden Gate University, San Francisco, CA

*Outstanding Doctorate Graduate Student Award**International Honor Society for Professions in Technology*

MBA, Accounting and Management, University of Puget Sound, Tacoma, WA

MS Educational Psychology, Indiana University, Bloomington, IN

BA Psychology, University of Washington, Seattle, WA

Project Management Certificate, California State University, Concord, CA

Building, Leading, and Sustaining the Innovative Organization, MIT Sloan School, Boston, MA

Supply Chain Strategy and Management, MIT Sloan School, Boston, MA

VOLUNTEER

Cantare Con Vivo –President Board of Directors: Foster a diverse community of compassion and understanding across generational, cultural, and economic boundaries, through the beauty and power of choral music.

Publications (Partial list)

2012, *Balanced Scorecard Yields better Results in Continuous Process Improvement Cultures*,
Dissertation, Golden Gate University

2011, Interview: *Job Search: Which LinkedIn Connections Are Most Valuable*, CIO.com

2011, *Business Change through Harmony of Dialog*, Golden Gate University, San Francisco, CA

2011, *What Keeps IT Executives Up @ Night*, Silicon Valley Bus Journal and Robert Half, San Jose, CA

2009, *Collecting and Evaluating Performance Data*, The Global Performance Forum III, Global Strategic Management Institute; Orlando, FL

2009, *Technology; How it Can Help During the Tough Economic Times*, International Health, Racquet and Sports Club Association; Annual Conference, San Francisco, CA, March 2009

2004, S. Lama, H. Hirschel, D. Rice, and J. Durr, *Factors Influencing Success of ERP Implementation – Learning Organization’s Impact*, 3rd Global Conference on Business & Economics
