

# **T O D D B I R D**

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## **Director Residential Operations**

### **PROFESSIONAL EXPERIENCE**

**One Energy • 2710 Thomes Ave Suite 1323 Cheyenne WY 82001,**

**Jan-2010 - Current**

#### **Director Residential Operations**

Position Description – responsible for energy liaison for residential operations including Contract negotiations, TPV processes, Customer satisfaction,

##### **Vendor Contracts**

- Helped to complete 5 supplier contracts with electricity suppliers who have both POR and direct client billing models for clients in the residential space
- Helped to complete 3 vendor contracts with natural gas suppliers with billing models for clients in the residential space.
- Negotiated fixed and variable rates for electricity and natural gas.

##### **Sales**

- Manage a call center selling electricity to residential customers converting over 2000 customers to AES (Alternative Electricity Suppliers)
- Created a training program for new agents, partners, and customers to understand the deregulated energy industry.
  - Wrote the copy for several in house websites to explain the deregulated energy market that is currently used for training as well as on the Internet to educate potential customers.
- Ensure quality control and compliance through listening to phone conversations, sales process, and verifications.

#### **Independent sales agent / Energy Consultant**

**Nov 2009 – June 2010**

Position Description – Independent consultant and sales agent for Ambit Energy.

- Educated and transitioned 200 residential customers from the incumbent utility to Ambit electric and Ambit gas products.
- Successfully educated 4 additional individuals on electric and gas deregulation and brought them in underneath as additional Marketing consultants.
- Creating Sales plans to educate customers and increase sales including telemarketing, Print, Internet advertising,
- Helped independent brokers on media purchasing and sales approaches for electricity marketing.

#### **Leads Synergy • 13636 Ventura Blvd Suite 170 Sherman Oaks CA 91423**

**Nov 1995 - Dec 2009**

Company designed to facilitate leads between call center and legal operations.

#### **President**

Position Description – responsible for all aspects of sales, HR, Lead generation, Accounting and operations

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**SEAN C. BARKER**

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Executive Vice President with a wealth of experience in energy, energy services, energy distribution and supply, application development, infrastructure services, process improvement, operations and transformational leadership. Extensive success in oversight of outsourcing, outsourced vendor relationships, offshoring, project management, cost saving initiatives, and team building/staff development. A proven track record of implementations, transformations, and leadership that achieve or exceed the expected return on investment and improve business processes.

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***PROFESSIONAL EXPERIENCE*****One Energy LLC. Cheyenne WY.****Jan 2010 – Current****President**

Recruited to head up an energy (electricity and natural gas) consulting firm that enables customers to take advantage of the deregulated energy market by choosing their supplier. Responsible for the daily operations of the company including: finance, sales information technology, Human Capital Management, facilities, strategy and leadership development.

- Oversaw the creating of the company from 0 – 2000+ clients
- Structured balance sheet and P&L for greater than 100% ROI.
- Managed the delivery of websites for customer information and acquisition.
- Developed and implemented a structure of corporate governance and compliance to ensure profitability and accountability.
- Partnered with suppliers in key markets leveraging their scale and experience in energy supply and delivery to find the best opportunities for the customer savings and acquisition compensation.
- Responsible for electricity supplier acquisition and negotiations in TX and IL for the past two years.
  - Secured 12 supplier relationships with electricity suppliers who have both POR and direct client billing models for clients in the commercial space
  - Secured 5 supplier relationships with electricity suppliers who have both POR and direct client billing models for clients in the residential space
  - Secured 3 supplier relationships with natural gas suppliers with billing models for clients in the residential / commercial space
  - Negotiated fixed and variable rates for electricity and natural gas.
- Responsible for customer acquisition / sales in TX and IL for the past two years.
  - Transitioned over 2000 end customers to AES (Alternative Electric Suppliers)
- consulting to several energy brokers companies TPC, AE, OE,
  - Helped negotiate electricity supplier contracts for several brokers.
  - Created comprehensive sales and marketing plans for both electricity and Gas to residential and commercial offerings
- Responsible for leading both field and in house call center based sales force selling various energy products.

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**OMADAS / Boardwalk Entertainment Group. West Hollywood, CA.****2010 – 2011****Chief Operating Officer**

Recruited to head up a multi-national entertainment company with divisions in television, film, music and technology. Responsible for the daily operations of the company including: finance, information technology, Human Capital Management, facilities, strategy and leadership development.

- Oversaw the expansion of the company's divisions by more than 25% in 18 months
- Structured balance sheet and P&L for greater than 100% return.
- Managed the delivery to market of 2 mobile applications and 4 web based application from inception to completion all within 18 months
- Developed and implemented a structure of corporate governance to ensure profitability and accountability in each division.
- Offshored application development delivering a 75% savings.
- Partnered with suppliers in key verticals leveraging their scale and experience while reducing the complexity of Boardwalk operations.

**Ingram Micro Inc. Santa Ana, CA****2005 – 2010****Vice President Global Information Technology Operations**

Joined the world's largest broad line distributor with 35B in revenue to lead a multinational IT organization with responsibility for Global Information Technology operations and customer support solutions supporting: Europe, Asia, Latin America and North America. The responsibilities include management of all Information Technology systems, services, engineering / architecture, security, application development, project management, site support, capacity planning, management of both in-sourced and out-sourced functions, across both US and international datacenters.

- Transformed the operational efficiency through ITIL processes; resulting in a reduction of outages in the first year by 56% and 10% year over year.
- Renegotiated multimillion dollar outsourcing agreements; resulting in costs reductions of 11% with a recurring 2.5% year over year reductions while significantly improving the SLA and penalty structure.
- Transformed and reduced the technology foot print resulting in 40% virtualization, application rationalization, re-platforming to Open source, server and storage reductions of 43%
- Reduced the budget run rate and spend by 10% year over year for 4 years.
- Implemented a security architecture and posture to ensure compliance with HIPPA, SOX, PCI and general threat protection.
- Championed the "open source" re-architecture, re-platforming, and implementation of a global warehouse management system; deployed across all North America, Australia, France and China.
- Developed a "Demand Management" system to manage all requests, requirements, resource management, project management and procurement.
- Developed and successfully implemented a new ecommerce strategy for the aggregation of customer entanglement, marketing (cross sell up sell) and stability of the multinational WEB / EDI/ XML applications.
- Consolidated the disparate IT organizations throughout the world into a single cohesive global structure with common metrics, measures, values and goals.

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- Implemented a work from home strategy that resulted in an 80% reduction of necessary real estate, significant increase in employee satisfaction, 21% productivity increase and substantial reduction in Carbon footprint for the company.
  - Began the CSR (Corporate Social Responsibility) office and lead “Green” initiatives introducing the environmentally friendly business practices as well as new product development in support of Green technology and services

**WELLPOINT HEALTHCARE NETWORKS, INC. - Thousand Oaks, CA****2001 to 2005**Director Information TechnologyDirector InfrastructureDirector TelecommunicationsDirector Outsourced Services

Joined nation’s largest healthcare company with \$45 billion in revenue, to head infrastructure services encompassing insourced and outsourced labor, projects and systems. The responsibilities included oversight of application development, datacenters, servers, mainframes, storage, desktops, data and voice infrastructure, PBXs, engineering capacity planning, and e-mail systems. Key functions included: management of \$100 million outsourced relationship, 8 datacenters, 100 employee facilities nationwide, project management, managing business relationships between IT infrastructure and cross functional business units, overseeing entry process for the infrastructure, supporting 40,000 end-users, leading mainframes, open systems, storage, disaster and business continuity planning, and data integrity and security. Organizational responsibility for engineering, project management, application development, technical services, business relationship management, site support and data center operations.

- Responsible for the implementation of \$42 million customer service telephony standardization project focusing on the consolidation of Blue Cross/Blue Shield Georgia, Blue Cross/Blue Shield Wisconsin, UNICARE to a single (IVR) Interactive Voice Response systems, speech recognition, text to speech, and the development of a common front end interface for customer service agents to support the healthcare business.
- Established and drove the M&A consolidation of all IT related services for Blue Cross of California, Blue Cross/Blue Shield Missouri, Blue Cross/Blue Shield Georgia, Blue Cross/Blue Shield Wisconsin, UNICARE, and HealthLink associated health insurance plan companies.
- Developed, built and implemented Active Directory system earmarked to consolidate 40 domains and directory systems into single system and single directory with shared resources. This structure allowed for an applications consolidation, single sign on and an authoritative directory for 5,000 applications, 40,000 associates, and 45 million customer logons.
- Transformed the thinking and implemented a new vision for all telecommunications call centers to eliminate technology boundaries, creating 4 virtual call centers to support 35,000 agents across North America and Manila.
- Standardized the desktop / server hardware and software platforms to achieve a more uniformed Associate experience and introduced a thin client environment reduce cost; Results: \$5M opex reduction
- Developed the consolidated frontend and SOA (Service oriented Architecture) based applications to consolidate 14 disparate companies call centers and allow them to perform cross functionally.
- Implemented a support organization to educate and assist physicians utilizing wireless technology to write prescriptions; company has provided physicians with \$40 million worth of hardware.

**S2 NETWORKING, INC. – OXNARD CA****1997 to 2001**President Chief Information Officer

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Led start-up consulting firm offering systems integrations, project management, and consulting services to clients including WellPoint, Kinko's, New Horizon's, Mechanical Building Engineering, Internet Studios and Reporter TV. Executive activities included P&L management, finance, revenue generation, sales, marketing, account development, technology integration, staff leadership, and more.

- Directed over \$5 million Y2K project for WellPoint. Directed 5 managers and 35 contract professionals, project managed Y2K issues for desktops, servers, LAN/WAN, and telephone system, and designed, purchased, and installed new servers, routers, and PBX Y2K compliant equipment. Designed and built (NOC) Network Operations Center for WellPoint as well as key components for technology infrastructure Completed project 1 month ahead of schedule.
- Implemented and introduced an Executive Information System designed to gather data using an automated method, creating a web presentation of dynamic information allowing for greater access and tracking of key business and financial indicators for senior management.
- Developed ecommerce solutions for many companies successfully negotiating hosting services and offshore development agreements.
- Developed system support and implementation strategy for Internet based startups.
- Managed projects spanning multiple countries for Internet studios and was responsible for the development of applications to support new products being developed in India, and Russia.
- Negotiated and managed outsourced hosting Reporter TV was hosted by a Teir1 ISP with multi-vendor relationships for broadcast, Advertising, development

**NEW HORIZONS, INC. – THOUSAND OAKS CA****1998 to 2001**Director Training

Charged with training and designing curriculum subsequently integrated into MSCE track, provided technical instruction for MSCE and CNE certification program encompassing Networking Essentials, NT Server Administration, NT Server Core Technologies, TCP/IP, and NT Server in the Enterprise.

- Generated increased revenue of no less than \$150K annually by leading IT certification classes and curriculum never previously offered.

**CHRISTOPHER CONSTRUCTION, INC. – TARZANA CA****1991 to 1997**Vice President Management Information systemsDirector Systems

Oversight provided for all aspects of MIS, supported 3,000 workstations and 100 Intel servers, and managed 10 Help Desk, PC Support, Engineering, Voice and Data professionals. Managed \$2 million budget.

- Lowered support costs, reduced end-user issues, facilitated remote maintenance capabilities, and improved repair response time by standardizing hardware and software across all PCs.
- Increased business 5% by creating Internet presence and tapping into thriving e-commerce industry.
- Managed projects exceeding \$500,000 and negotiated cost effective contracts with vendors and contractors.
- Led over 25 modernizations, voice integration, billing, and technology leveraging projects; 100% of projects were delivered on time and under budget.
- Initiated training programs with monetary incentives to strengthen knowledge of technical staff.

**AMERICAN PRODUCTS, INC. – MOORPARK CA****1988 to 1991**Director of Distribution

Responsible for leading the distribution arm of manufacturing; key activities included managing Just-In-time order and inventory processing system for \$30 million company, budget negotiations, order depletion, operational efficiencies, and directing staff of 15 to 20.

- Leveraged technology to improve equipment purchasing processes nearly doubling accuracy rate of orders from 50% to 90%; increased fill rate from 75% to 95%; cut shipping and freight costs over \$1 million.
- Vendor expense reduced by \$1 million through renegotiation and increased vendor management to realize distribution savings of 33%.

***EDUCATION***

**American Intercontinental University**  
Bachelor's Degree in Business Administration

**American Intercontinental University**  
Masters in Business Administration (MBA)

***ADDITIONAL PROFESSIONAL INFORMATION & CONTACT***

Websites

[www.linkedin.com/in/seancbarker](http://www.linkedin.com/in/seancbarker)

[www.seancbarker.com](http://www.seancbarker.com)

Published works

Computer World -How to make Outsourcing work

CNBC/ BT - Interview on collaboration