

## **Brad Egeland**

Las Vegas, NV

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### **Profile**

- *20+ years of high-level IT, business management, and project management experience*
- *Successful leadership of many large scale IWMS/TRIRIGA project engagements*
- *10+ years experience in social media management, marketing, growth hacking and SEO*
- *Well versed in cyber security, artificial intelligence and machine learning*
- *Successful management of projects/programs in excess of \$50M*
- *Highly skilled leader of requirements and design sessions*
- *Gaming/Casino industry experience*
- *Strategic business and financial planning*
- *Non-profit organization leadership: Strategic planner and board of directors member*
- *Agile, waterfall, scrum, blockchain, DevOps, PPM, cybersecurity background*

### **Professional Experience**

#### **Independent Professional**

##### **Business Solution Designer**, 2005-present

- IWMS subject matter expert (SME) consultant for a year-long DoD vendor market analysis project
- Authored more than 7,000 professional expert articles, eBooks and video articles on project management, best practices, leading edge tech, and small business strategy for software organizations and independent sites worldwide
- Named “#1 Provider of PM Content in the World” - consider top PM influencer in the industry
- Implemented project management practices and led custom implementations for an eHealth company that creates health management system portals for clients/customers.
- Led CRM analysis and implementation projects
- Managed records management and archive migration projects for several Fortune 500 companies

#### **TRIRIGA**

##### **Sr. Project Manager**, 2006-2008

- Led implementations of the TRIRIGA/IWMS solution for large corporations and government sector entities on 6 month to 2 year projects with revenues ranging from \$250k to \$1.5M. Industries include airline, pharmaceutical, industrial supply, banking, higher education, and government agencies and covered all modules of the TRIRIGA solution. Clients included US Airways, WW Grainger, GlaxoSmithKline, Medtronic, World Bank, University of Maryland, FDA, Wyeth, Boeing, City of Edmonton, Smithsonian, JP Morgan Chase, and others.
- Worked with customers and business analysts to define detailed requirement, finalize functional design documents, create use cases, and prepare the customer test scenarios and user acceptance testing tasks.

#### **Bally Gaming + Systems**

##### **Corporate Client Manager**, 2004-2005

*Responsible for managing professional staff and all projects/IT initiatives for Bally's largest client.*

- Managed corporate account for Bally's largest customer - Harrah's
- Managed professional staff handling all projects for customer including installations and new IT initiatives.
- Redesigned Bally's tech product release process to ensure improved deployments and increased customer satisfaction.

### **The CyberNET Group**

#### **Director of Project Management - Las Vegas, 2004**

*Responsible for all Las Vegas-based corporate operations for a \$300 million global IT services organization.*

- Led a \$1.2 million system re-write project for a LV-based hospitality organization.
- Program Manager leading all project initiatives servicing a \$1 billion LV-based gaming solution leader Aristocrat in software, systems and hardware.
- Implemented best project management practices based on PMI methodologies to better align IT initiatives with clients' needs and business goals.

### **Mandalay Resort Group**

#### **Applications Development Manager, 2003 - 2004**

*Led staff of 18 developers and business analysts in support of all MRG Casino Management System (CMS), Lodging Management System (LMS), and Player Reward Card (One Club) systems for 15 corporate properties.*

- Led projects and managed staff for all CMS and LMS related development initiatives.
- Led new enterprise-wide project tying major credit card rewards program to existing One Club player reward program.
- Mentored staff on project management excellence and newly incorporated SDLC process.

### **Consultant**

#### **Strategic Business Architect, 2001 - 2003**

*Analyzed and strategized information technology, e-commerce, and business process solutions to meet customer needs.*

- Analyzed data capture, reporting structures, and business processes to increase profitability for a \$10 billion/year Midwest grocery chain of 200+ stores
- Rescued inoperable financial management system serving two separate business entities. Identified security breach and implemented new measures and practices to insure future data integrity.
- Analyzed IT needs for a large optical practice. Recommended and implemented new hardware and software solutions to meet physicians' and patients' needs.

### **Rockwell Collins**

#### **Senior Project Manager, 1998 - 2001**

*Led all IT project management activities for the Master Data & Meta-Data technology infrastructure. Mentored and delegated responsibilities to project and technical leaders for new business initiatives. Managed all intranet, extranet, and internet project initiatives for the newly formed Internet Team at Rockwell Collins.*

- Managed sell-off of an existing business unit. Sale details and data transfer had been previously neglected resulting in legal action. Created successful team

consisting of legal counsel, engineers, technical staff, quality control, configuration management, and program managers. Venture deemed highly successful by executive leadership and gained \$250,000 in withheld revenue prior to deadline.

- Led effort to design and implement Rockwell Collins' Project Management Office (PMO).
- Directed up to 162 open master data and meta-data projects at any one time, including teams of 50 project staff members.
- Pioneered Rockwell Collins' project management process, later incorporating the practice throughout entire IT division.
- Led all projects for start up internet development organization serving all business units of a \$2 billion per year corporation. Overwhelming success – doubled project volume in less than 6 months.
- Led enterprise-wide IT web solutions serving three customer bases: Internet, Intranet, and Extranet. Managed cluster and load balanced web architecture supporting these solutions. Managed both web and SQL servers in an entirely Microsoft centric environment – leveraging the interoperability of IIS, ASP, and SQL Server with NT technology.

### **National Computer Systems (*now Pearson Education*)**

#### **App Developer, Deputy Project Manager and Manager of Project Administration,** 1985 - 1998

- Directed key components of company's largest revenue generating business including: production, customer service, change management, task orders, contract modifications, subcontractor and vendor management, and financial analysis and reporting.
- Managed all financial activities for \$30 million FAFSA student financial aid contract including pricing, forecasting and reporting.
- Forecasted, planned and managed staff budgets of more than \$500,000/yr.
- As Deputy Project Manager, grew staff, budget and responsibilities by 300% over incumbent's role. Added change management, project administration, financial management, status reporting, customer service, and call center management to the list of functions directed by this key role on a critical \$30 million contract.
- Led teams on successful proposal efforts for over \$100 million in federal contracts.
- Directed 3 Department of Education contract closeouts with budgets totaling over \$200,000. Created cross-reference meta-data database of 15 million sensitive electronic and hard-copy documents archived to Federal Records Centers. All three data warehousing efforts were extremely successfully, completed under budget and ahead of schedule. Led technical and project staff and their direct reports (on site and remotely).
- Managed highly specialized team of 25 IT consultants in converting Guaranteed Student Loan external system to company's processing environment after providing leadership and content to company's successful contract proposal win.

### **Education**

BA, Management Information Systems, University of Iowa