

Zach Evans

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Senior Executive • MBA

- Strategic thinking executive with strong instincts and proven success in leading initiatives that cross departmental boundaries and leverage technology to unlock corporate value. Navigates comfortably at all organizational levels.
- Innovative, results-driven leader with experience driving turn-around strategies designed to rehabilitate distressed business units and projects while motivating team members to recommit to organizational goals.
- Collaborative, team player that focuses on communication to build and maintain relationships with stakeholders both inside and outside the organization.

CORE COMPETENCIES

Strategic Planning • Business Process Design & Re-Engineering • Financial & Project Turn-Around Strategies • Vendor & Client Collaboration • Contract Negotiations • Client Relationship Management • Project Management • Financial Management • Team Building • E-Business • Knowledge Management • Technology Management • PR & Media Relations • Marketing Management

PROFESSIONAL EXPERIENCE

CareHere, Brentwood, Tennessee

2006 – Present

(National healthcare management company)

Chief Information Officer

Vice President, Strategic Development (2006 – 2007)

Oversee planning and execution of all information-related initiatives. This includes infrastructure, data reporting and analysis, vendor selection and management and communicating plans to all company stakeholders. Managed execution of media relations campaign. Lead team charged with standardization of corporate communication and marketing materials.

Key Contributions:

- ✓ Advanced a revolutionary data-sharing program with a large insurance carrier with mutual clients to better demonstrate a defensible return on investment.
- ✓ Re-engineered paper-based business processes to achieve increased productivity and decreased overhead.
- ✓ Planned for and executed a scalable technology infrastructure capable of handling annual growth of more than 100 percent.
- ✓ Leveraged open source technologies to manage: education and training, application documentation, knowledgebase and issue tracking, reducing development time while minimizing total cost of ownership.

Lipscomb University, College of Business, Nashville, Tennessee

2005 – Present

(Nationally accredited private institution)

Adjunct Instructor

Developed and taught first ever exclusively online courses in the Management and Marketing departments. Assisted interim Dean of the College in developing a new undergraduate degree in Information Technology management.

Key Contributions:

- ✓ Developed curriculum and resources for new course offering in e-business.
- ✓ Consistently received exemplary reviews from students and peers.
- ✓ Courses taught: E-Business Strategy & Implementation, Marketing Research and Principles of Management and Marketing.

Brulant, Cleveland, Ohio

2006

(National consulting company)

General Manager

Managed multiple, large-scale technology strategy and implementation projects and relationships for clients in healthcare, manufacturing and retail industries. Designated as turn-around specialist for distressed projects.

Key Contributions:

- ✓ Advanced corporate expansion plans for south eastern region of the United States.
- ✓ Cultivated and managed three Nashville-based clients within first quarter of activity.
- ✓ Provided strategic management of virtual project teams across multiple geographic regions.

UBI Healthcare Solutions, Nashville, Tennessee

2005 – 2006

(National leader in healthcare staff recruitment and retention strategies and services; Acquired by AssistMed, September 2006)

Vice President & Managing Director

Lead development of operational roadmap for angel investment backed start-up. Managed key strategic relationships with geographically-diverse partners and clients.

Key Contributions:

- ✓ Developed initial three relationships with angel investors worth in excess of \$500,000.
- ✓ Lead development of corporate expansion plans for Canada and European Union.
- ✓ Achieved growth in sales pipeline in excess of stated goals, growing to \$6.9 million within two quarters of management. Negotiated and signed company's first revenue-generating contract.
- ✓ Managed multiple technology development projects simultaneously, including the development of CareerPACE, the industry-leading competency-based performance evaluation system.

EJ Footwear, Franklin, Tennessee

2000 – 2005

(Global apparel and footwear manufacturer; Acquired by Rocky Brands, January 2005)

Director of Corporate E-Business

Director of E-Commerce (2001 – 2003)

E-Commerce Manager (2000 – 2001)

Engineered financial turn-around of distressed business unit. Developed and managed key-account relationships with large online retailers. Collaborated with national account managers to represent e-business capabilities during sales calls. Lead cross-departmental teams to design, develop, implement and promote new web-based tools. Presented at multiple operational and sales meetings.

Key Contributions:

- ✓ Achieved average annual growth rates in excess of 60 percent in top-line revenues and 175 percent in bottom-line profits.
- ✓ Served as consulting resource to sister companies including Simplicity Pattern Co. and BiltBest Windows & Patio Doors.
- ✓ Negotiated and managed contracts for online marketing with firms such as Google and Yahoo.
- ✓ Developed cross-departmental and cross-business-unit relationships to better leverage all corporate marketing and sales activities.

Hays Advisory Group, Nashville, Tennessee

1999 – 2000

(Global financial services company)

Operations Manager

Managed development of operational procedures and strategies for marketing, customer service and information technology for privately funded start-up company.

Key Contributions:

- ✓ Exceeded stated annual goal of growing individual account base by 50 percent.
- ✓ Successfully managed financial consulting relationships with two national brokerage houses.
- ✓ Developed and managed long-term strategies for implementation of new services, for both on- and off-line clients.

SPEAKING ENGAGEMENTS

Visiting lecturer on e-commerce, internet marketing and strategies, management and marketing at Lipscomb University, Middle Tennessee State University, Tennessee State University, Trevecca University and Western Kentucky University.

PUBLISHED ARTICLES

“Channel Conflict: Managing Implications.” In *Sales & Distribution Management: Book of Readings* (pp. 166-169). Hyderabad, India: The ICFAI Center for Management Research.

“Sexual Discrimination in the Workplace: Allison Schieffelin and Morgan Stanley.” In *Effective Psychological Contract: Implications for HR Practices* (pp. 167-179). Hyderabad, India: The ICFAI University Press.

EDUCATION

Master of Business Administration • Information Technology concentration

Middle Tennessee State University • Jennings A. Jones College of Business • Murfreesboro, TN
Honors: Beta Gamma Sigma; The Honor Society of Phi Kappa Phi

Bachelor of Science • Business Administration

Lipscomb University • College of Business • Nashville, TN