

# SCOTT W. KAPPLER | CHIEF OPERATING OFFICER

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**P&L | Continuity Planning | Contracts | CRM | Multi-Site | Vendor Relations | Project Management  
Negotiations | Cost Control | International | Business Development | Data & Call Centers | Healthcare**

I am a well-rounded operations professional with skills in project management, business development and revenue growth in diverse economies. Building corporate environments and infrastructure to meet organizational objectives, I improved and expanded operations for startups and small to mid-sized companies.

Results oriented, I established operating controls as well as regulatory compliance and business continuity programs that enhanced performance and profitability, positively impacting the bottom line. My skills include:

- Developing and maintaining strong relationships with clients**
- Understanding key markets and driving increased revenues**
- Creating business solutions to meet market needs**
- Re-engineering / development of internal processes to reduce costs and support advancements**
- Building and leading high performing teams**
- Critical-Path Results Orientated Project Management**
- Change Management & Best Practice Methodologies**
- Strong, decisive, analytical, innovative, quick thinking, complex problem-solving and decision-making skills**

My **BS** in Communications Engineering is from the University of Miami. I hold a current Georgia Low Voltage License and a Certificate in Project Management. I am also in process for a Certificate in Business Continuity Planning (CBCP) from DRI International. You will find me to be resourceful and always willing to try new approaches.

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## KEY QUALIFICATIONS

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### Customer Service Acumen

- ✓ Exceptional ability to understand the client's key business drivers, including financial and technological issues to innovate creative solutions that strengthen customer rapport.
- ✓ Provide excellent customer service that expands corporate reputation and ensures repeat business.
- ✓ Secured major corporate accounts through effective presentation and negotiation skills.

### Sound Leadership

- ✓ Highly dedicated professional possessing core leadership competencies in interpersonal communication, negotiation, and collaboration.
- ✓ Exercise sound judgment and reasoning, complex problem solving, intuitive deduction, and conflict management while possessing genuine desire to build and maintain positive business relationships.

### Growth & Performance

- ✓ Particularly effective leveraging Board & Stakeholder relationships, system/process improvements, and negotiation skills to maximize performance and ROI.
- ✓ Passionate and proven leader with strong commitment to promote culture of growth, partnership, and seizing business opportunities thought to be impossible.

### Strategic & Tactical Initiatives

- ✓ Strong, decisive, hands-on manager – analytical, innovative, dedicated, quick thinking, and tenacious – with exceptional problem-solving and decision-making skills.
- ✓ Apply business acumen to maximize ROI and mitigate risk across multiple operations. Complement strategy with tactical implementation.

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## ACHIEVEMENTS / SUCCESS STORIES

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**Comprehensive Model Provides Operations / Performance Insight.** *(New Effect IT | Client Confidential)*

- Internal operating decisions varied, producing a lack of clarity and consistency in how company resources were being allocated. No sufficient tools or processes were in place to ensure that resources were being effectively utilized to maximize overall operating results.

Directed Analysts and designed a comprehensive model, incorporating data from existing records and applications, as well as user input to allow for focused monthly reviews of all projects, which provided greater transparency into operations. Enhanced and improved the processes over successive quarters to become the standard for how all new projects were organized and evaluated.

The project was a huge success, giving operations and senior management better insight into short-and long-term project performance and enabling company to meet incremental operating cash goals of \$2M.

**Transformed business model from server hosting to data center.** *(Sago Networks)* - Recruited to facilitate move to full service co-location data center model with disaster recovery/corporate communications. Managed network design/installation. Seamlessly deployed to existing customers and enabled Sago to add 30 additional clients and \$14M in revenues.

**Built data center, driving significant revenue increase.** *(Sago Networks)* - Tasked with establishing Tier 3 data center facility. Managed budgets, specifications, design, build and retrofit of existing 100,000 sq. ft. building. Created all processes, procedures and protocols. Secured anchor customer, generated \$100M contract for Sago.

**Managed mission-critical metro-optical fiber solution.** *(Sago Networks | Client – Matrix Resources)* -

The customer's goal was to enhance the performance of its data replication applications while enhancing the reliability of its multi-site network without business interruption or service delay.

I managed all aspects of the project including P&L. The network was designed for optimal availability, uptime, reliability and performance. Furthermore, the design was a fully scalable solution that would allow them to optically connect their metro-locations with a remote data center while providing a level of business continuity for its corporate locations and data center operations. The project was successfully completed under budget and ahead of schedule.

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**ACHIEVEMENTS / SUCCESS STORIES** (CONTINUED)

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**Created and executed innovative business strategy.** (*Miami Wireless*) - Miami Wireless wanted to expand customer base, and could not with existing model.

Established and implemented cutting edge technology to deliver full suite of services and attract new customers. Built IT infrastructure to support rapid growth.

The company was then able to secure long-term contracts with key development groups and prominent properties in the local area. – Added \$1.2M in annual revenue.

**IT Infrastructure Implementation Boosts Operations.** (*KEI Telecommunications*) - Secured several major customers such as General Electric, Conoco Phillips and Agility Recovery Solutions.

Engineered and managed the deployment of a new network infrastructure for Agility Recovery Solutions mobile recovery units which are deployed to support and recover failing mission critical systems & applications for many Fortune 100 – 1000 corporations such as IBM, Hewlett Packard, and FedEx. This project generated \$1.5M in revenue with a 45% margin.

**Migration Enables Customer Service Transformation** (*Volt Telecom Group | Client – Genuine Parts Corporation*) - Responsible for delivering a common telecommunications infrastructure to approximately 2,500 Genuine Parts Service Centers (NAPA Auto Parts) nationwide. The project included the design, procurement and roll-out of shared pbx systems and wide area network (WAN) facilities. This included the coordination & management of multiple vendors / contractors across the US.

The new voice and data networking capabilities promoted one-stop shopping for customers, decreased telecommunications costs by 50%, provided a common local telecommunications system, and the foundation necessary for desired Service Center re-engineering initiatives.

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## CAREER HISTORY

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### **True Virtual Data Center 2015 - 2019**

#### ***Chief Operating Officer***

**Responsible for directing and ensuring the quality and performance of day-to-day operations, including customer service, procurement, order provisioning, scheduling and task-setting.**

- Maintain relationships with various partners, third-party service providers, and internal functional teams
- Ensure goals are met and collaborative relationships are fostered with key departments to build and maintain standardizations
- Supervise inquiries and escalations from customers, both internal and external, and work towards a timely resolution
- Manage execution on coordination, ordering, and delivery of network, power, and cage installations
- Ensure efficient and effective management of resources
- Provide regular metrics review for financial viability, operational KPI targets, quality assurance and client satisfaction
- Work with middle management team to automate wherever possible to reduce intervals for deliverables and remove the chances for “human error” on any repeatable process
- Mentor and develop team members by conducting performance reviews, setting goals, promotions, hiring and disciplinary responsibilities

### **WellCorpRX, LLC 2012 - 2015**

#### ***Chief Operating Officer***

**Directed operations for national healthcare company providing cutting-edge medical testing and procedures. Responsible for closing business with one of the largest county public school systems in the United States.**

- Developed operational framework and processes to provide internal efficiencies and improve patient care.
- Spearheaded all aspects of HIPAA compliance and testing protocols company-wide.
- Managed diverse interdisciplinary teams including Physicians & Nurse Practitioners for the successful deployment of corporate client health initiatives and programs.
- Responsible for direct negotiations with healthcare payors such as United Healthcare, Cigna and Blue Cross / Blue Shield.

### **New Effect IT, LLC 2010 - 2012**

#### ***Chief Operating Officer***

**Manage all day-to-day operations for privately held technology consulting company providing affordable technology. Full P&L responsibility. Products include application delivery, network/infrastructure management, security, helpdesk support and business continuity.**

- Oversaw all aspects of virtual product development, management, and training for tech personnel and sales.
- Led product management organization with responsibility for driving product profitability and opportunity analysis; managing current product portfolio; spearheading future technology innovations; and directing technology support and systems integration.
- Developed partnerships with several GCC-based (Middle East) IT services companies, creating onshore/offshore model for development and support culminating in \$1M IT services contract award.

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**Sago Networks, LLC 2006 - 2010**

*Chief Operating Officer*

**Recruited to direct all operations for this \$150M privately held internet solutions company. Created cost/profitability models for new services, and directed complex/cross functional business and IT projects. Developed short and long term objectives. Led \$20M budget and 55 staff.**

- Developed and refined corporate policies, short & long term goals, objectives, processes and procedures aligning industry best practices.
- Managed and organized all phases of engineering, design, construction and operations including preventive maintenance programs of multiple data center facilities in Georgia and Florida.
- P&L Accountability for total data center operations, sales, and support.
- Developed a detailed model of corporate technology-related costs and revenues, yielding ability to:
  - Understand the drivers of marginal costs.
  - Assess the profitability of various pricing strategies.
  - Develop marginal costs / profitability model of existing and new services & products, then implemented these strategies which increased margins by 25%.
- Direct management of complex/cross functional business / IT projects.

**Miami Wireless, Inc. 2004 - 2006**

*Vice President*

**Repositioned core business model, leading to successful sale to UK enterprise. Managed e-commerce strategy and development roadmap, enabling company to secure long-term contract with key clients. Managed \$250K budget and 13 staff.**

- Piloted the repositioning of core business model by the assessment of current projects and technology implementation. (Ultimately leading to a successful acquisition by a large UK enterprise.)
- Developed and implemented the innovative business concept, policies, procedures, and technology infrastructure for core ISP operations.
- Designed, engineered, and supervised the deployment of a metropolitan wireless network infrastructure utilizing several bleeding edge technologies.
- Identified and evaluated industry and environmental drivers projected to impact wireless technologies and the suite of ancillary services provided. (Market penetration and expansion analysis)
- Fostered quality control and productivity processes and procedures.
- Planned, directed, and controlled procurement, contract management, and vendor selection processes.
- Managed the e-commerce strategy & development roadmap.
  - The company was then able to secure long-term contracts with key development groups and prominent properties in the local area such as the Santa Maria, the Continuum, Il Villaggio, and the Metropolis.

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### **KEI Telecommunications 1998 - 2004**

#### ***VP / Chief Operating Officer***

Oversee the company as a whole for day-to-day operations, budgets, and to ensure proper methodologies are adhered to. During this period, led the company in securing several major customers such as General Electric and Agility Recovery Solutions. Engineered and managed the deployment of the network infrastructure for Agility Recovery Solutions mobile recovery units which are deployed to support and recover failing mission critical systems & applications for many Fortune 100 - 1000 corporations such as IBM, Hewlett Packard, and FedEx.

#### Other Responsibilities:

- Lead in design and engineering for customer projects
- Evaluate and assess current projects and technology implementation
- Effectively define client proposal needs and ensures timely preparation
- Build high quality proposals including budget and schedule
- Establish director + level relationships with clients
- Manage client interactions

### **Volt Telecommunications Group 1997- 1998**

#### ***Director of Project Management***

Position entailed supervising the Business Systems Integration Group, which was responsible for managing large national accounts. (The group's scope includes system design, cost estimating, submitting proposals, and developing network standards for clientele.) Was responsible for delivering a common telecommunications infrastructure to approximately 2,500 Genuine Parts Service Centers (NAPA Auto Parts) nationwide and other support offices. The project provided shared telephone (voice) systems and local and wide area computer (data) networking as part of the infrastructure implementation of the Genuine Parts' Service Centers. The shared voice and data networking capabilities promoted one-stop shopping for customers, decreased telecommunications costs, provided a common local telecommunications system, and the foundation necessary for Service Center re-engineering initiatives.

#### Other Responsibilities:

- Direct Project Managers and provide approvals for bids and proposals.
- Develop budget & revenue projections for all managed accounts and BSI organization as a whole.
- BSI Personnel selection, training, and discipline.
- Customer support and issue resolution.

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### **Millennium Communication Technologies 1993-1997**

#### ***Sr. Project Manager***

**Managed implementation teams on projects (communications & access control system installations), receiving client recognition for outstanding levels of service provided. Developed solutions to increase revenues and build long-term customer base.**

#### Other Responsibilities:

- Estimating and submitting proposals for upcoming projects, reviewing project proposals or plans to determine time frame, funding limitations, procedures for accomplishing projects, staffing requirements, and allotment of available resources to various phases of projects.
- Organized projects into objectives to reach a consensus with clients on the scope, deliverables and timing.
- Organized client's feedback and identified interdependencies.
- Systematically recorded the details, prerequisites, and constraints to resolve issues and define task requirements.
- Monitored progress and facilitated the team and resources to complete tasks on time and under budget.

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### **ADDITIONAL INFO / PERSONAL NOTES**

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I have two children, a daughter who is now 22 and a son who is 18. I am a member of the Technology Council for Gwinnett Technical College and the Chamber of Commerce Chairman's Club. In my spare time I enjoy boating, photography, training / riding horses, water-sports and website/graphic design.