

LARRY TREAS CV RESUME

PERSONAL DETAILS

Larry Treas has been the CEO and President of multiple companies devoted to telecom and technology consulting, solutions and education. He has over 35 years of experience in the Information Technology and Telecom industries and is an expert in identifying Business Trends.

EDUCATION

Oklahoma State University, Stillwater, OK — Bachelor of Science, Electronics Engineering Technology (EET) • 1977 - 1980

Taught EET Senior lab to non-majors; Graded EET lower level lab courses

EXPERIENCE

Dagger Guild, Oklahoma City, OK — *President, CEO • 2017 - PRESENT*

- ◆ Strategic Planning with C-level using SWOT
- ◆ Translated, documented, and trained complexities into a functional course of action
- ◆ Provided market intelligence while mentoring senior leadership
- ◆ Negotiated contracts
- ◆ Managed vendors for desired results
- ◆ Business and land valuation and sale
- ◆ Used analytical thinking to solve problems and to analyze billing data
- ◆ Gained client customers' trust, retaining their business

The Michael Group, Oklahoma City, OK — *President, CEO • 1985 - 2018*

- ◆ Worked with CFO's and CIO's to track, reduce, and keep IT/Telecom costs down
- ◆ Created ROI formulas to discern good business decisions for clients
- ◆ Created software to find anomalies in long distance billing
- ◆ Created software to find anomalies and track cellular expenses
- ◆ Created cellular tools to show and compare savings of carrier proposed rates
- ◆ Provided solutions to make technology last 3-5 years longer

Experica, Oklahoma City, OK — *President, CEO • 2014 - 2018*

- ◆ Tracked Big 4 Cellular Carriers rates and different services for clients
- ◆ Strategic Planning with C-level using SWOT
- ◆ Provided market intelligence to carriers outside the US trying to penetrate the US market, as well as show how they could increase the size of their sweet spot
- ◆ Provided clients with where their sweet spots were in attacking the market

PROJECT ACHIEVEMENTS

- ◆ Developed global client portfolio of high-profile companies, including ConAgra Foods, Devon Energy, CEMEX, Chicago Mercantile Exchange, US Foods, McJunkin Redman, Citrix Systems, Interpublic Group of Companies, Verizon Wireless, HCA Healthcare, Granite Telecommunications

- ◆ Developed award-winning technical software relating to Long Distance Telecom Audits
- ◆ Developed award-winning software and web application relating to Wireless Call Accounting now known as Mobile Expense Management (MEM)
- ◆ Served as Interim IT Manager for a client with revenues of approximately \$100 million, implemented Microsoft Solutions Framework (MSF), developed a strategic plan, supervised development of a technical training process for the IT staff
- ◆ Managed installations encompassing as many as 240 locations
- ◆ Performed audit/analysis of telecom invoices, securing tens of millions in refunds and generating 20% to 50% in client savings
- ◆ Coordinated and directed installation and maintenance of telecommunication systems for organizations
- ◆ Served as an Expert Witness several times, one for a national telecom equipment manufacturer
- ◆ Analyst for a large international carrier trying to increase their market share in the US. Took a methodical approach to determine where their rates fit into the marketplace versus the Big 4, where their rates needed to be to compete with the Big 4, where their sweet spot was, how they could increase the size of their sweet spot, new services that they could offer
- ◆ Consultant for the Valuation and Sale of approximately 200 acres of land. Negotiated a higher price for sale than Realtor by 69.7%
- ◆ Consultant for the Valuation and Sale of a Wireless Internet Service Provider (WISP) company. Used methodical approach to determine the value of the assets. This breakdown included price of land, price of towers, household census by number of miles from tower, business census by number of miles from tower, competitive pricing of services, and many other assumptions. Negotiated the sale for approximately double what most vendors expected

SKILLS

Automatic Call Distribution (ACD)
 Benchmarking
 Cellular/Satellite/Wireless
 Cloud Computing
 Continuity Planning
 Contract Negotiation
 Contract Management
 Cost Reduction Audit
 Data/Wide Area Networks (WAN)
 Distributed Antenna System (DAS)
 IT Services
 Long Distance
 Mobile Expense Management
 (MEM) Outside Plant
 Optimization of Service
 Policy Development
 Project Management

PSTN/SIP/VOIP
RFI's/RFQ's/RFP's
Structured Cabling
Telecom Expense Management (TEM)
Unified Communications (UC)

UNIQUE STRENGTHS

Analytical Thinking
Accuracy & Thoroughness
Adaptable
Business Valuation
Communication
Competitive
Conceptual
Curious
Drive Customer Loyalty
Expert Witness
Leadership
Market Intelligence
Mentor
Organized
Outside the Box Thinker
Passionate
Pragmatic
Process Oriented
Strategic Planning
Superb Business Acumen
Translate Complexities into a Functional Course
of Action Trend/Change Forecaster

CERTIFICATIONS

Interpersonal Skills
Time Management
Project Management

TYPES OF ENGAGEMENT

- ◆ Analyst Services
- ◆ Business Consulting
- ◆ Business Integration Services
- ◆ Data Analytics
 - Wireless Analytics Training
 - Negotiation of sell of Telecom Business, Land, Towers
- ◆ Technology Consulting

AWARDS AND HONORS

- ◆ Innovator of the Year - Technology Ingenuity and Innovation, The Journal Record, Oklahoma City (two-time winner)
- ◆ Executive of the Year, Oklahoma City Chapter of IAAP, 2007 - 2008

VOLUNTEERING

- ◆ Blueprint for Business (BP4B) Entrepreneurship Mentor, 2012
- ◆ FCC Consumer Advisory Committee - Past Member
- ◆ FCC Advisory Sub-Committees - Consumer Complaints Education, Outreach Working Group, and Truth-in-Billing – Past Member
- ◆ EET Industrial Advisory Council, OSU – Member since 1996 – Chairman 2013 - 2017
- ◆ Francis Tuttle Technology Center, Oklahoma City, ISM Program Advisory Committee, Member since 2002 to 2017
- ◆ Head Boys Basketball Coach at Southwest Covenant School for 7-8th graders for two years (1996 - 1998) and high school for 2 ½ years (1999 – 2002)

MEMBERSHIPS

- ◆ Society of Telecommunications Consultants (SCTC) – Active Member 1993 - 2017, Past Vice-President and Treasurer
- ◆ State Chamber of Oklahoma Technology Committee – Member, 2010 - 2014

PRESENTATIONS/PUBLICATIONS

- ◆ “Understanding Trends, Your Career Depends Upon it!”, Society of Telecommunications Consultants Regional Conference, Dallas, Texas, April 2018
- ◆ “Reading the Tea Leaves”, Society of Telecommunication Consultants Regional Conference, Dallas, Texas, April 2017
- ◆ “US Enterprise Cellular Market”, Speaker and Panel Participant, VI Barcelona Telecom Consultants Day, Barcelona, Spain, Feb. 2017
- ◆ “More and More Data Usage: How Much is Enough?”, published August 19, 2016
- ◆ “8 Things Top Telecom Departments Know and Do Well”, ITEXPO, Ft. Lauderdale, Florida, January 2016
- ◆ “In-Building Wireless Role in New Building Construction, Multi-Building Campus or Multi-Story Tenants”, Distributed Antenna Systems (DAS) Summit, January 2009, Scottsdale, Arizona
- ◆ “How to Develop In-Building Wireless Return-on-Investment (ROI)”, Distributed Antenna Systems (DAS) Summit, January 2009, Scottsdale, Arizona