

# JOHN BLEVINS (J. B.)

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## TECHNOLOGY MANAGEMENT EXECUTIVE, ADJUNCT FACULTY & TECHNOLOGY CENTER DIRECTOR

Management consultant specializing in strategic business development projects to grow technical businesses from startups to global Fortune 500 companies. Experienced in strategic market analysis, project management, digital transformation, competitive positioning, new technology introduction, instructional teaching, partnership alliances, company spokesperson and working with product development teams to incorporate market-driven improvements. Adjunct Professor at the UCLA Anderson School of Management teaching technology management courses to FEMBA, GEMBA, EMBA and full-time MBA students as well as exchange students participating in UCLA Anderson's International programs with cooperating schools. Faculty Director for the Easton Technology Management Center leading the Center's efforts to service students, alumni, faculty and industry professionals with cutting-edge management techniques and theories.

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## AREAS OF EXPERTISE

Strategic Planning  
Emerging Technologies  
New Market Penetration  
Partnership/Alliance Strategy

Organizational Management  
Corporate Communications  
Marketing Analytics  
Venture Capital Investment Guidance

Cloud Computing  
Digital Transformation  
Corporate Assets Analysis  
Database/Business Intelligence

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## EDUCATION

### DEGREES AWARDED

**Master of Business Administration**      **University of California, Los Angeles Anderson School**      **2011**  
Advanced International Management      Los Angeles, California USA

EMBA Class Vice-President, High Tech Business Association, Management Consulting Association, Anderson Dean's Society/UCLA Chancellor's Society.

### GLOBAL IMMERSION AND INTERNATIONAL EXCHANGE PROGRAMS

Brazil International Business	Business School São Paulo	2011
China International Business	Peking University Guanghua School of Management	2011
China International Business	Cheung Kong Graduate School of Business	2011
International Finance	United Arab Emirates University	2010
International Finance	American University of Sharjah	2010
International Finance	King Abdullah University of Science and Technology	2010
International Economics	London Business School	2010

**Bachelor of Science, Civil Engineering**      **University of Alabama**      **1989**  
Concentration: Speech Communications      Tuscaloosa, Alabama USA

Chi Epsilon Honorary President, Who's Who Among Students in American Universities, National Society of Professional Engineers Secretary, Publicity Chair & National Conference Delegate, Outstanding College Students of America, American Society of Civil Engineers, Engineering Executive Council Representative, Gamma Beta Phi Honorary, Alabama Alumni Association Scholarship Recipient, Freshman Forum Leadership Honorary, SGA Elections & Off-Campus Committees, Pi Kappa Phi Social Fraternity Philanthropy Chairman.

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## PRESENTATIONS & TEACHING EXPERIENCE

- Visiting Professor for UCLA Anderson in Winter 2016 teaching Emerging Markets: Cloud Computing & Big Data.

- Adjunct Professor for UCLA Anderson in Winter 2017 teaching Emerging Markets: Cloud Computing & Big Data.
  - Adjunct Professor for UCLA Anderson in Winter 2017 teaching Management of Technology & Innovation.
  - Adjunct Professor for UCLA Anderson in Fall 2017 teaching Emerging Markets: Cloud Computing & Big Data.
  - SDA Bocconi Executive MBA Program in November 2016 teaching Cloud Computing and Big Data.
  - UCLA Anderson professor for SDA Bocconi EMBA exchange program, July 15, 2016.
  - UCLA Anderson professor for University of Sydney EMBA exchange program, January 8, 2017.
  - UCLA Anderson professor for Korea University Business School US program, June 29, 2017.
  - UCLA Anderson professor for ESSEC & MANNHEIM EMBA exchange program, August 21, 2017.
  - UCLA Anderson professor for Insper EMBA exchange program, September 28, 2017.
  - UCLA Anderson professor for IE Business School EMBA exchange program, October 25, 2017.
  - UCLA Anderson professor for University of Sydney EMBA exchange program, January 9, 2018.
  - UCLA Anderson professor for IE Business School EMBA exchange program, January 18, 2018.
  - Created & conducted award-winning Telecommunication .Net Day nationwide training and knowledge dissemination program to 420 participants.
  - Invited guest trainer at HP's Fall 2006 West Region Development Conference. Taught over 100 HP employees (Consulting, Sales & Sales Engineers) on Microsoft hosted and non-hosted Unified Communications Solutions.
  - Developed and provided Accenture staff training on Microsoft's BizTalk server offering, teaching over 200 participants at Accenture's internal conference.
  - Developed & implemented regional Business Intelligence Jumpstart Program involving 40 partners and 5 ISV's (Independent Software Vendors) to 250 participants.
  - Co-created and conducted first ever BizTalk Training Academy course. Instructor for students around the globe in the first class. Intellectual property created used by subsequent instructors.
  - Developed Microsoft's 2002 National Transportation Strategic Direction White Paper. Noted speaker at Transportation conferences.
  - Speaker at Mercury Interactive's 1998 Global User Conference to share database testing best practices.
  - Microsoft product launch speaker at 1 global and 7 regional software release events for 100 to 1000+ attendees.
  - Developed 7 consulting and reseller training airlifts to over 100 business partner firms.
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## QUALIFICATIONS

- Twenty-six years of global consulting experience to over 250 large multinational firms.
- Client engagement experience in Technology, Telecom, Media & Entertainment, Private Equity/Venture Capital, Financial Services, Energy, Consumer Packaged Goods, Retail, Healthcare, Life Sciences, Manufacturing, Automotive, Transportation, Education and Government verticals.
- Large audience technology conference speaker on firm's technologies, methodologies and best practices.
- Informative communication skills to teach complex technical concepts in understandable business and educational terms.
- Strong presentation skills to groups from 2 to 1000, ranging from CxO levels to technical and non-technical staff.
- Coordinator of multi-city technology training seminars with 400+ participants.
- Reseller channel development responsibilities for Microsoft hosted and non-hosted solutions. Worked with over 200 Channel partners resulting in account coverage for 12,000+ accounts.
- Co-developed marketing plans for West Region EAI (Enterprise Application Integration) campaign including 8 city tour to both partners and end customers.
- Corporate training instructor and course developer for multiple emerging technologies (Cloud, social, analytics, mobile).
- Creator of intellectual property including technology direction white papers and methodologies.
- Participated in field rotation programs with Microsoft BizTalk Server, SQL Server and Commerce Server development teams adding to my knowledge base and providing a clear understanding of software capabilities to address business challenges.

- Project Management for large engagements including managing teams of peers, contract staff and client employees.
- Experienced in balancing job requirements of high quality deliverables and employee management with global travel demands.
- Effective teaming capabilities with developers, product management, consultants, system architects, account executives, partners and marketing since I have been a member of each group except marketing in previous roles.
- Partial List of Clients:

AECOM	Broadcom	Creative Artist Agency	Florida Power & Light	Merck	Siemens
Alcoa	Caltrans	DreamWorks	Frito Lay	Merrill Lynch	Sony Pictures
Amgen	Capital Group	Edison International	GE	Motorola	Time Warner
AT&T	Carnival Cruise Lines	Edwards Life Sciences	Google	Nike	Toyota
Avaya	CB Richard Ellis	Epicor Software	Honda Motors	Nokia	Verizon
Avery Dennison	Cedars-Sinai Medical Center	Experian	Intel	Qualcomm	WellPoint
Blue Cross Blue Shield	Charter Communications	Farmers Insurance	JCPenny	Republic Services	
British Telecom	Chevron	Fidelity Investments	KKR	Shell Oil	

## PROFESSIONAL EXPERIENCE

**University of California, Los Angeles (UCLA) Anderson School** **2016-Present**  
**Assistant Adjunct Professor** Los Angeles, CA **2017-Present**  
**Faculty Directory, Easton Technology Management Center** Los Angeles, CA **2017-Present**  
**Visiting Professor** Los Angeles, CA **2016-2017**

Adjunct Professor in the Decisions, Operations, and Technology Management (DOTM) Department of the UCLA Anderson School of Management, teaching graduate MBA courses in technology-related strategic management. Faculty Director for the School's technology management center.

- Courses taught include technology management for cloud computing, big data, innovation and global exchange programs.
- Easton Technology Management Center Director responsible for strategic planning, curriculum management, instructor recruitment, industry outreach, program development, and Center operations and events.

**Navigation Pointe** **2015-Present**  
**Principal, Technology Management Consulting & Investments** Los Angeles, CA **2015-Present**

Founding principal and co-creator of technology management and venture capital investment firm in conjunction with the former Pasadena Angels chairman and entrepreneurship professor emeritus from USC Marshall.

- Provider of management consulting services in the areas of corporate strategy and organizational management for technology-based businesses including strategic planning, execution, venture capital investment guidance, corporate assets analysis review, expert witness testimony, speaking engagements (conferences, panels, corporate events, universities), and media organizations pundit commentary.
- Provider of development services in the areas of technology management courses, workshops, corporate development sessions (off-sites, brainstorming, development), and policy guidance for governments, politicians, NGO's and Board of Director members.
- Creation of a \$30M early-stage company investment fund focused on promising technology-focused firms with some level of revenue, customer base and/or developed product offering.

**Deloitte Consulting, LLP** **2011-2015**  
**Management Consultant Manager, Technology Strategy & Architecture** Los Angeles, CA **2011-2015**

Management consultant specializing in emerging technologies and migration strategies for large multi-national corporations including analytics, social media, Cloud computing, mobile, Internet of Things, digital transformation & technology convergence.

- Developed the digital business transformation plan for an \$8B waste management firm complete with multi-year process change guidance based on the evolution and ongoing cost reduction of emerging technologies.
- Created the new information technology shared services plan for a \$12B retailer forced to downsize operations after a \$2B revenue loss.
- Created the internal private Cloud computing services strategy for the \$250B oil & gas company Chevron.
- Created Merck Pharmaceuticals Cloud computing strategic direction white paper presented to the Board of Directors.
- Developed Deloitte's Cloud computing boot camp curriculum and course materials provided to executives of 23 Fortune 500 companies.
- Created the financial analysis, rationalization and restructuring to reduce the \$53M IT budget by half for a major pharmaceutical firm experiencing a significant revenue downturn.
- Developed new market investment opportunities in Asia Pacific for the world's largest private equity firm, KKR.
- Created Nike's IT services outsourcing strategy to leverage external vendors, facilities and on-demand services.
- Architected the internal Cloud Computing strategy for the major health plan provider consortium, Blue Cross Blue Shield Association.
- Developed the American Heart Association's multi-year social media strategy and implementation plans.
- Key contributor to Deloitte's Post Digital Enterprise practice development including deliverables and presentations to 9 firms.

## Microsoft Corporation

**1998-2010**

<b>Solution Specialist, Real Time Collaboration &amp; Communication/LiveMeeting</b>	<b>Los Angeles, CA</b>	<b>2004-2010</b>
<b>Senior Technology Specialist II, State &amp; Local Government Vertical</b>	<b>Los Angeles, CA</b>	<b>2002-2004</b>
<b>E-Business Servers Technology Specialist, Telecommunications Vertical</b>	<b>Dallas, TX</b>	<b>2000-2002</b>
<b>Business Intelligence Field Product Manager, Gulf States District</b>	<b>Miami, FL</b>	<b>1998-2000</b>

Senior Technology Specialist for national, regional and local accounts responsible for \$6M to \$50M in revenue from 7 different incubation product development roles including unified communications/VoIP/video, XML data integration, electronic commerce, online transactions, and database/business intelligence technologies. Telecommunications vertical founding member in 2000.

- Developed and implemented the regional Business Intelligence Jumpstart Program involving 40 partners and 5 ISV's to 250 participants to introduce Microsoft's BI technologies.
- Created & conducted award-winning "Telecommunication .Net Day" nationwide training and knowledge dissemination program to 420 participants
- Co-created and conducted first ever BizTalk Training Academy course. Instructor for students around the globe in the first class. Course materials were used by subsequent instructors in 12 countries.
- Developed 7 Consulting and Reseller training airlifts to over 100 partners
- Product launch speaker at 1 global and 7 regional software release events.
- Top 30% Technology and Solution Specialist for Unified Communications & Collaboration.
- Highly successful Business Intelligence Field Product Manager responsible for \$50M in annual revenue.
- Member Senior Leadership Committee, Southwest District, responsible for \$500M in revenue.
- Unified Communications Account Executive for Intel Corporation 2004-2006. Developed early adoption for pre-release conferencing solution and led global implementation.
- Communication Sector Database Technology Strategist for clients including Verizon, AT&T, BellSouth, Global Crossing, Nortel, Qualcomm, Wiltel, Charter Communications, Alcatel, Nokia, Qwest, Southwestern Bell, Alltel, Covad and others.
- Product Manager for Microsoft's Database/Business Intelligence technologies. Developed the enterprise market for Microsoft's SQL Server 7.0 introductory database product.
- National Transportation Solution Specialist for Microsoft.
- Manager of a national 6 member team including field sales, inside sales and system engineers.
- Developed over 50 client telecommunication strategies utilizing software integration into current telephony infrastructure and migration planning.
- Created the Unified Communications business strategy for the US division of the \$200B major automotive manufacturer, Toyota.

- Developed the business justification strategy for the US division CIO of the \$23B automotive manufacturer, Mazda.
- Developed Unified Communications strategy for the \$14B global Life Sciences firm, Amgen to integrate voice, video and data communications.
- Designed Unified Communications strategy for the 93,000 annual patient load Children’s Hospital of Los Angeles.
- Developed Unified Communications strategy for Capital Group, a large privately held investment firm with over \$1T under management in 22 global offices.
- Developed business strategy around a multi-year Unified Communications overhaul for the \$5B insurance and annuity firm, Pacific Life.
- Developed the employee collaboration project for a 46,000 employee consulting firm resulting in \$13.3M savings over two years with 14% IRR.
- Proven sales quota attainment of 827% while moving my geography sales from lowest rank to number 2 of 18 in one year.
- Increased Microsoft’s Telecommunication vertical SQL Server sales to over 300% of quota on \$50M in revenue.
- Successful multi-product sales, delivering on 6 products under responsibility and 12 other indirect platform products.
- Closed multi-year account sales opportunities in excess of \$1M at three accounts

## **Blevins Enterprises**

**Technology Implementation Consultant**

**Pittsburgh, PA**

**1998**

**1998**

Independent consulting work for ALCOA leading their ERP architecture design, installation, configuration and tuning for process materials.

- Direct working relationship with the ALCOA CIO and Divisional Vice President to improve material inventory management through project implementation.
- Provided advanced UNIX and Oracle architecture and tuning services.

## **Oracle Corporation**

**Principle Consultant, System Performance Group**

**Senior Consultant, Enterprise Operations Group**

**Consultant, Advanced Technologies**

**Consultant, Core Technologies**

**Miami, FL & London, UK**

**New York, NY**

**Dallas, TX**

**Dallas, TX**

**1994-1998**

**1996-1998**

**1996**

**1995-1996**

**1994-1995**

Global consultant for 92 clients specializing in Oracle database performance tuning, symmetric replication, data warehousing, enterprise application integration, parallel database design, high availability backup/recovery and new technology deployment. High-level systems architecture design with multiple tiers, platforms, networks and software.

- Extensive configuration experience with the Oracle ERP suite at over 50 global firms.
- Integrated Oracle’s RDBMS and ERP applications with GEMMS third party software product suite at 17 global client sites.
- Member of Oracle’s Consumer Packaged Goods Software Development Team in Redwood Shores, CA. Co-developed integration code for the Oracle ERP financial suite with 3 vendor partner’s software products.
- Global implementation expert for CPG software integration based on the Oracle database. Work included developing strategy and design to create software based solutions that met the business needs for process materials. Clients included the \$6B plastics/resins manufacturer, GE Plastics, with implementation done in North America, Europe and Asia.
- Creator of OFA (Optimal Flexible Architecture) design document for Oracle database & application installation on Windows systems. Implementation performed at 37 enterprise clients with the design published for use globally by peers and clients.
- Created custom SQL code to automate the Oracle Snapshot and Symmetric Replication process for 3 clients.
- Project management for subcomponents of large engagements including managing teams of peers, contract staff and client employees.
- Consistent utilization over 100% while managing a team of 5 consultants at remote engagements.

## Shell Oil Company

Senior Territory Sales Representative, Oil Products Marketing Division	New York, NY	1990-1994
Senior Territory Sale Representative, Oil Products Marketing Division	Dallas, TX	1990-1994
Territory Sale Representative, Oil Products Marketing Division	Houston, TX	1990

Corporate client representative responsible for \$17 million territory with \$1.9 million in profit for Shell's Oil Products division.

- Increased sales by 12% over quota, outpacing industry average by 10 points.
  - Established nationwide associate distributor program, complete with implementation plans, market analysis, cost analysis, needs assessment and market examples.
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## HONORS

- Deloitte Applause Award 2013
  - Microsoft Top Technology Solution Professional Recipient 2003
  - Microsoft Outstanding Technology Specialist 2002
  - Microsoft Dolphin Award Recipient 1999 for outstanding contributions
  - Global corporate knowledge base contributor with outstanding accomplishments
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## INTERESTS

- Founder, Friends of Runyon Canyon Foundation, a 501(c)(3) non-profit city park support organization.
- Former Board of Directors, Boys & Girls Club of Hollywood- Resource Committee, Building Committee.
- International Experience: Conducted business or traveled to all continents.
- Avid Outdoorsman- Hiking, biking, snowboarding, skiing, surfing, sailing, rowing, and sea cave kayaking.
- Photographer- Amateur hobbyist volunteering services at charitable events.
- Real Estate Redevelopment- Extensive remodeling of 7 homes in 19 years.