

## **Robert W (Bill) Schick**

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### **Summary of Qualifications**

Experienced leader, business builder and account executive, seeking leadership role to expand business opportunities through appropriate exploitation of advances in web-based solutions and services.

Bill Schick is a Vice President and business unit Leader within HP's Enterprise Services. He brings over 25 years of government, media retail and consumer goods experience responsible for technology enabled multichannel eBusiness services. Since 1993, Bill has developed and executed a number of internet-based business solutions. Most recently, Bill Led HP's Direct-to-Consumer Business Process Outsourcing service providing general management, business process consulting, client management, system design and integration, customer care and supply-chain operations. He is responsible for business strategy and implementing eCommerce and related Internet-based services.

Throughout his career, Bill led complex programs and accounts for Government Agencies, Consumer Goods, Retail, Communications and Media & Entertainment industry segments. He has considerable general management and business development experience resulting in successful business growth and new product/service execution.

Solid communications skill demonstrated often through presentations and correspondence to senior government and C-level executives. While a consultant with Peat Marwick, he conducted several briefings to high-level Cabinet and senior White House executives on high-tech commercialization and related topics. Bill provided frequent briefings to C-level executives at AOL, Time Warner, News Corp, Nextel and other clients. He is comfortable working in the Board Room or on the shop floor.

Experienced General management and new business creation applied to HP's direct to consumer outsource service. Additionally, served as COO for startup Internet Company supporting Chief Executive Officer - Aaron Spelling of Spelling Productions, creating an eCommerce business matching product placement and direct-to-consumer retail. Earlier as COO for Magnet Interactive, a startup Internet advertising firm and PC game and new media developer, led development and distribution of PC Games through marketing and distribution deal with 20th Century Fox Home Entertainment. Bill led a creative and technical production team implementing custom internet advertising solutions for various clients: Kellogg's, Discovery Channel, Microsoft and others.

Developed and supported multi-channel strategy and operational solutions for clients including Time Inc, Guthy-Renker, News Corps, Mark's Work Warehouse, Fingerhut, P&G, Victoria Secret, and others focused on technology, governance and business process improvement. Led effort to replace aging multichannel order management, CRM and supply chain systems to further enhance direct to consumer business model. Evaluated wide range of options and technologies for upgrading direct-to-consumer platform for a growing multi-channel eCommerce business.

Extensive experience developing and launching new business initiatives. Led market analysis, business strategy development and financing options for startup companies including: Biocryst, Iridium, Hughes DirecTV, Worldspace (XM) Radio, Kodak Remote Sensing, SPOT Image and other high-tech startups.

Military experience includes 23 years of active and reserve duty, retiring as a Lt. Colonel in the United States Marine Corps. Flew the AV8 Harrier and served as an advanced flight instructor in the A4 aircraft. Maintained TS/SCI clearance and supported intelligence operations across several agencies including the Naval Space Command and National Military Joint Intelligence Center (NMJIC).

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**Professional Experience****Electronic Data Systems / Hewlett Packard**

Washington, DC

**Vice President – Consumer Industries and Retail Industry Practice**

Jan 06 - Present

- Global leader for Business Process Outsourcing and multi-channel eCommerce solutions for Consumer and Retail segments.
- Led business development and operations with P&L responsibility for \$200 million direct to consumer service.
- Supported contract renewals and new logo wins across new product segments
- Led multichannel transformational outsourcing opportunities with multinational companies including BBC in the UK, P&G's Beauty Products in Asia, Mark's Work Wearhouse in Canada and Karstadt-Quelle in Germany among others.
- Led multi-million investment to replace legacy multichannel technology platform
- Led new business opportunities providing client management and solution development across spectrum of HP services and technology solutions.
- Led product development for eCommerce, digital content management and multichannel retail operations.

**Vice President - Global Industry Group, Portfolio Management**

Feb 03 - Jan 06

- Led global Portfolio Management for the Consumer Industry, Retail, M&E Segments.
- Led development of industry product strategy and business frameworks supporting business transformation and systems modernization.
- Recognized subject matter expert for new offerings enabled by: RFID, Enterprise Content Management, Customer Relationship Management and multi-channel order management and eBusiness solutions.
- Conducted various seminars, panels and speaking opportunities to promote EDS solution portfolio and transformational approach.
- Developed and sold EDS Digital Content Management solution.
- Account Executive for multiple M&E clients promoting solution consulting opportunities.

**BearingPoint**

Washington, DC

**Managing Director - Communications, M&E Segments and CRM Solutions**

Oct 97 - Feb 03

- Segment leader for CRM systems integration and business strategy solution.
- Sold and managed \$15M annual business consulting and systems integration. Delivered F&A solutions, CRM and content management system.
- Global Account Executive for News Corps, AOL/Time Warner, and Nextel responsible for managing growth opportunities and execution of services delivered to these clients.
- Presented at several industry conferences and technology symposiums.
- Interim COO for eCommerce company selling apparel and merchandise seen on TV's "90210" TV show and in the movie "Congo" for Aaron Spelling Productions.

**Magnet Interactive Studios**

Washington, DC

**Chief Operating Officer**

Jul 93 - Oct 97

- Led strategy and growth of start-up game developer and eCommerce innovator growing company from staff of 30 to 230 and revenue from \$300K to \$30Million.
- Led services team implementing "New Media-Based" Internet advertising and eCommerce solutions through emergence of the World Wide Web. Clients included: Discovery Communications, Microsoft, Putnam New Media, and others.

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- Developed and executed marketing and distribution strategy with 20th Century Fox Home Entertainment and for sales and distribution of computer games and educational CDs.
  - Led production studio responsible for CGI development, game, music and graphics production for consumer games and educational products.
  - Responsible for marketing, customer service, sales and supply chain planning and production execution for the studio.

**Peat Marwick Mitchell (KPMG)**  
**Senior Manager****Washington, DC**  
**Jul 85 - Jul 93**

- Practice Leader for KPMG High Technology and Emerging Business Consulting Practice.
- Account Executive for NASA leading consulting engagement supporting commercialization of government technology programs.
- Account Executive for Navy Underwater Systems Center managing \$20M multi-year contract and provided program management for \$500M Navy R&D project.
- Supported business planning, financing and market development for startup ventures in biotechnology, advanced materials, space transportation, remote imaging, and communications solutions. Clients included: Biocryst, Worldspace Satellite Radio, Spot Image, Kodak Remote Sensing, and other early technology innovators.
- Delivered briefings and presentations for several industry conferences and panels.

**Example Clients**

Procter & Gamble, Belk, Guthy-Renker, Time Warner, Time Life, Reader's Digest, Reiman Publishing, Wu-Yi Tea, Meredith Publishing, Victoria's Secret, Starbucks, News Corps, Washington Post and Gannett, Wyatt, Kellogg, Bell Atlantic, AOL, Warner Bros., Karstadt-Quelle, BBC, Nextel, Magnet Interactive, As Seen In.Com, Spelling Productions, Microsoft, AT&T, US Navy, DARPA, NASA, Dept of Commerce, Dept of Transportation, White House

**Military Experience****United States Marine Corps (Retired)**  
**Lieutenant Colonel****Washington, DC**  
**May 77 - Jul 97 (Active Duty through Jul 85)**

- National Intelligence Officer with Defense Intelligence Agency and the National Joint Intelligence Center for the Joint Chiefs of Staff, maintaining TS/SCI security clearance.
- Pilot and flight leader for US Marine Corp flying the AV8 Harrier.
- Flight and advanced tactics Instructor for US Naval flight school flying the A4 Skyhawk.
- Maintenance Officer responsible for 150 maintenance personnel and multi-million dollar maintenance budget.
- Operations Officer responsible for flight training for over 200 naval flight training students and instructors.

**Education****Cornell University**  
**Executive Program for Product Management****University of Southern California**  
**M.S. Systems Management****Colgate University**  
**B.A. Liberal Arts**