

JEFFREY WOFFORD, MBA

47315 Galindo Drive ~ Fremont, California 94539

Home: (510) 661-9919

Mobile: (510) 206-8613

jwoffordmba@yahoo.com

SENIOR MANAGER PROFILE

Business Development ~ Corporate Planning and Strategy ~ Software and Technology

Analytical, results-oriented professional with a stellar background in Enterprise Business Application, Program Management, and Financial Analysis. Proven ability at increasing product profitability through industry analysis, identifying revenue opportunities, and expense control. Uses extensive planning skills to translate strategic business needs into tactical goals. Entrepreneurial, high-energy negotiator with superior knowledge of Market Analysis, Competitive Strategy, and Financial Management. Dynamic relationship builder and flexible team-player. Currently in pursuit of Chartered Financial Analyst (CFA) designation. Functional strengths include:

- ◆ Strategic Planning & Leadership
- ◆ Six Sigma Green Belt
- ◆ Macro Economic Analysis
- ◆ Business Development
- ◆ Market Analysis
- ◆ Sales & Business Development
- ◆ Entrepreneurship
- ◆ Operations Management
- ◆ New Media Strategies

INDUSTRY-RELATED EXPERIENCE & ACCOMPLISHMENTS

SUN MICROSYSTEMS, Newark, California

2003-Present

Business & Program Manager - Operations and Cost Management Divisions

Spearhead change acceptance efforts through effective resource management and utilizing of Six Sigma process methodologies. Structure and present recommendations to senior executive team to help facilitate the decision-making process for various Strategy and Corporate cost reduction initiatives.

- Perform financial analysis and provide recommendations on strategic operations projects.
- Support the preparation of ad-hoc financial analyses and research reports, presentations for internal meetings, and customer briefings.
- Recognized by Chief Financial Officer for “Leadership” by leading the Global SOX initiative.

DIGITALARC, Fremont, California

2001-2003

Director – New Media & Business Strategy Divisions

Spearheaded the development and market launch of our New Media and Mobile application services division.

- Analyzed sales performance statistical indicators to identify market trends and new business opportunities.
- Analyzed marketing programs to determine ROI and shape future planning efforts.
- Designed and delivered the implementation of Internet/Intranet brand and channel marketing solutions.

SCIENT CORPORATION, San Francisco, California

2000-2001

Director – Enterprise Engagement Manager

Engagement Management responsibility to deliver large strategy initiatives for key High Technology clients.

- Managed \$2 million P&L. Generated financial analysis and reported results to client executives.
- Analyzed industry information, competitors, and customers to identify market trends and new business opportunities.
- Developed industry white papers for internal training, marketing, and sales promotions.

INDUSTRY-RELATED EXPERIENCE & ACCOMPLISHMENTS*(Continued)*

THE WOFFORD COMPANY, Fremont, California

1994-2000

President – Corporate Strategy and Business Development

Launched highly-successful entrepreneurial consulting venture specializing in ERP application implementation, and systems integration services.

- Structured partnerships with ISV's, large systems integrators, and VAR's that generated over \$2 million in channel sales.
- Raised \$250K in seed capital to engineer an online business-to-business eCommerce portal.

ORACLE CORPORATION, Redwood Shores, California

1993-1994

Sr. Applications Specialist – World Wide Customer Support Division

Managed strategic customer support services during new product release cycles.

- Enhanced customer issue resolution turnaround time from 71% to 93% within a three-month period by identifying and assessing key issues in order to provide tactical resolution.

ADAC LABORATORIES, Milpitas, California

1991-1993

Manager – Information Technology Division

Managed the Information Technology Team in developing quality standards for the Award Winning 1994 Malcolm Baldrige National Quality Award.

- Supported company turnaround efforts through successful implementation of robust business applications and corporate network infrastructure.
- Developed quarterly technology strategy, staffing, and budget requirements for presentation to Executive Committee.

EDUCATION

PEPPERDINE UNIVERSITY, Malibu, California

Masters in Business Administration, April 2005

Elected to ***Beta Gamma Sigma (Honor Society)***, the highest national recognition a business student may receive.

SAN JOSE STATE UNIVERSITY, San Jose, California

Bachelor of Science in Industrial Technology, 1987

~ Minor in Business Management