

JEFFREY WOFFORD, MBA

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QUALIFICATIONS

Startup Leadership ~ Business Development ~ Corporate Planning and Strategy

Analytical, results-oriented Professional with a stellar background in Business Development, Strategic Planning, and Technology Management. Proven ability in developing growth and operational strategies that provide customer value and create sustaining competitive advantage. Uses extensive planning skills to effectively translate strategic business needs into effective tactical goals. Excellent communication, negotiation, and organizational skills. Demonstrated success at combining quantitative-analytical skills with people-friendly informational PowerPoint presentations. Dynamic relationship builder and flexible team-player.

Functional strengths include:

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|-----------------------------------|------------------------|------------------------|
| ◆ Strategic Planning & Leadership | ◆ Business Development | ◆ Entrepreneurship |
| ◆ Six Sigma Green Belt | ◆ Market Analysis | ◆ New Media Strategies |
| ◆ Macro Economic Analysis | ◆ P&L Management | ◆ Sales and Marketing |

INDUSTRY-RELATED EXPERIENCE & ACCOMPLISHMENTS

SUN MICROSYSTEMS, Newark, California

2003-Present

Leading provider of enterprise network computing products.

Operations & Program Manager – Supply Chain and Cost Management Divisions

- Identify, analyze, and propose cost reduction strategies to Sr. Executives across global procurement organization.
- Develop presentations, gain consensus, and manage critical cost reduction efforts.
- Spearhead change management efforts through effective delivery of developmental training material.
- Govern Sarbanes-Oxley (SOX) procurement process and internal control framework.
- Reduced product cost by \$14 million by improving standard cost reconciliation compliance from 48% to 96%.
- Collaboratively negotiate terms with suppliers for effective strategy implementation.
- Recognized by Chief Financial Officer for SOX work completed “Above and Beyond” duty.

DIGITALARC, Fremont, California

2001-2003

Privately held eBusiness Strategy and Resource Management firm.

Director – Corporate Strategy and Business Development Divisions

- Developed strategic alliances and partnership agreements that encompass joint Government and commercial go to market opportunities.
- Governed project engagements for corporate clients such as Microsoft Corporation and Sun Microsystems.
- Improved a Fortune 500 Company’s communication and sales effectiveness through design, development, and deployment of global sales and marketing portal.

SCIENT CORPORATION, San Francisco, California

2000-2001

Publicly traded eBusiness Strategy firm that provides services to Fortune 500 customers.

Director – Engagement Management Division

- Managed sales and marketing research engagement that included compiling, analyzing, and presenting a Global sales effectiveness strategy to Sr. Executives.
- Supervised \$100 million IT infrastructure assessment for California Independent Systems Operator.
- Sold over \$2 million in eBusiness Strategy Services.
- Developed sales and marketing content management strategy for a Fortune 500 technology company.

INDUSTRY-RELATED EXPERIENCE & ACCOMPLISHMENTS

(Continued)

THE WOFFORD COMPANY, Fremont, California 1994-2000
Oracle applications systems integration and IT outsource services company.

Director – Corporate Strategy & Business Development Division

- Negotiated multiple outsource services agreements that included Sun Solaris infrastructure, Oracle applications, and Remedy support integration services.
- Raised \$250K in seed capital to engineer and implement an online business-to-business eCommerce portal that provided product comparison capabilities and technical content updates.
- Generated over \$2.5 million by developing sales channel through ISV's, systems integrators, and VAR's.

ORACLE CORPORATION, Redwood Shores, California 1993-1994
World's largest enterprise software company.

Oracle Applications Specialist – World Wide Customer Support Division

- Managed Gold escalation customer support calls during new product release cycles.
- Participated on quality teams to enhance turnaround time that focused on issue identification to resolution.
- Enhanced customer issue resolution turnaround time from 71% to 93% within a three-month period by identifying and assessing key issues from a team perspective in order to provide tactical resolution.

ADAC LABORATORIES, Milpitas, California 1991-1993
Manufacturer of nuclear medicines and medical imaging systems.

Manager – Information Technology Division

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

PROFESSIONAL CERTIFICATION

Candidate, CERTIFIED FINANCIAL ANALYST DESIGNATION

EDUCATION

PEPPERDINE UNIVERSITY, Malibu, California
Executive 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