

# Anne E. Curtis

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Global and resides in Philadelphia, PA, United States



## Overview

Senior international executive with results oriented achievements in both top-line revenue growth and bottom-line profitability improvements through business development, financial and operational transformation and innovation:

- Professional Services and Technology Practice and Sales, Business and Operations Management and Largest Team Managed – 3,000 HC
- Largest P&L Managed - \$500M
- Largest Revenue Expansion – 300% in 5 years - Largest Margin Increase – Range from 60% to 115%

Extensive experience in Negotiations/Deals, Operations/Delivery, Strategy, Finance, Practice Management, Sales, Alliances, Partnerships, Client Relationship Management and Engagement in large complex matrix organizations.

## Areas of Expertise

- Negotiations, Commercial and Contracts, legal compliance, corporate compliance and governance
- Alliances, Advisors, Influencers, Channels and Partnership Management
- M&A (planning, due diligence, integration), multi-facility/site operations - manage, open, close, planning, relocation, Shared Services operations
- Change Management, conflict resolution turnaround/crisis management, reorganization, succession planning, restructuring, downsizing
- Transformation, Business Case Development/Implementation and Transition Management
- Business process re-engineering, streamline business operations, policies & procedures, system design
- Wide range of Technology Experience, including Management Consulting and Managed Services / Outsourcing (IT, Network Management, Applications, ERP, Finance and Accounting, Human Resources, Industry-specific Business Processes and Call Centers)
- Emerging technology services including Cloud, SaaS, IoT, Cybersecurity, Big Data, Open Source, Block Chain, BI and AI.
- Technology strategy, Strategic IT business planning, ITIL/COBIT, Regulatory Compliance and Quality Assurance compliance
- Strategic planning, global data management, reporting, dashboards, KPIs, SLAs
- Talent management, Succession Planning, cross-functional leadership
- Trade shows, events, strategies & management
- Large Multi-Type of Work Client Programs, Portfolio Strategy, G2M Strategy and Governance
- Center Strategy, Global Sourcing, Resource Management/Staffing
- Brand strategy, positioning, identity, experience and messaging, market research, brand equity assessment, business intelligence and customer loyalty and satisfaction, identifying market opportunities and trends, focus groups and survey management
- Marketing programs & resource analysis & ROI management
- Managed deal teams for RFI/RFP and Deals on over 300 opportunities

## Industries

- |                       |                       |                 |                          |
|-----------------------|-----------------------|-----------------|--------------------------|
| • Consulting Services | • Banking & Financial | • Healthcare    | • Marketing Services     |
| • Technology Services | • Communications      | • Insurance     | • Private Equity         |
| • Accounting Services | • Consumer Goods      | • Life Sciences | • Hospitality/Recreation |
| • Software            | • Energy              | • Manufacturing | • Research               |
| • Media, Publishing   |                       |                 |                          |

## Professional Experience

### International Finance Consultant

#### *Independent International Advisor, Global*

2004 - Present

Advisory services to a variety of start-ups, consulting firms, non-profits and associations

- Privately Held
- Consulting Services
- Startup Company
- \$1M-5M/1-10 Employees
- Successfully completed a negotiation of a multi-million complex multi-party renewable energy business segment in Solar Development.
- Subject Matter Expert on Go to Market and Portfolio Strategies with several firms in software and managed services.
- Established IT Women Executive Networking Non-profit focused on promoting STEM career paths for women.
- Financial Advisor to several EU-based Private Equity and Global Consulting firms.
- Advisory services to emerging firms in leveraging new technologies and international expansion.

### Senior Principal, Negotiator

#### *DXC (Legacy CSC), Global*

2013-2017

DXC is the world's leading independent, end-to-end IT services company, helping clients harness the power of innovation to thrive on change. Created by the merger of CSC and the Enterprise Services business of Hewlett Packard Enterprise, DXC Technology is a \$25 billion company with a 60-year legacy of delivering results for thousands of clients in more than 70 countries.

- Publicly Traded
- Consulting Services, Technology
- Restructuring Company
- >\$10B+/10,000+ Employees
- Led negotiations of large complex deals and renegotiate troubled deals.
- Negotiated complex European ITO/Network/Cybersecurity \$140M Deal in Regulatory industry environment.
- Achieved \$10M recovery and cost avoidance in 4 months on 2 major remediations in Singapore and USA.
- Negotiated and closed \$30M deal in a complex Health Care environment. Negotiated and closed \$45M Deal in Insurance BPO.
- Developed the pricing strategy to an As-A-Service Cloud model from an Enterprise approach.
- Part of Open Source Task Force for Health Care Software Products.
- Developed Strategy for Third Party Advisors and Influencers to promote CSC as a Market Leader resulting in CSC being invited to sales opportunities.
- Negotiated and managed Go-to-Market Alliances including IBM, SAP, PwC, EMC, Workday, SFDC, Microsoft and Oracle.

### Vice President, Finance and Accounting Services

#### *Xerox, Global*

2010-2011

Xerox Corporation (NYSE: XRX) is an \$11 billion technology leader that innovates the way the world communicates, connects and works. Our expertise is more important than ever as customers of all sizes look to improve productivity, maximize profitability and increase satisfaction.

- Publicly Traded
- Accounting and Consulting Services
- Mature Company
- >\$10B+/10,000+ Employees

# Anne E. Curtis - Continued

- Developed the Growth Strategy for Finance and Account Services, including Source-to-Pay primary focus included creating go to market strategies.
- Built out Portfolio Offerings by identifying gaps and solve through either acquisition or alliance including due diligence and contract management/ negotiation and working with Third Party Advisors.
- Executed Xerox Synergy projects, portfolio solutions expansion through Alliances,
- Managed a Captive Center Acquisition in Poland.
- Negotiated two \$30M-plus multi-year global outsourcing contracts, and led a client's journey on outsourcing FAO in Europe.
- Established SMB offerings for Finance and Accounting Services Portfolio.

## Senior Executive and Partner, Office of Risk

### ***Accenture. Global***

2007-2009

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world's largest delivery network.

- Publicly Traded
- Consulting Services, Technology
- High Growth Company
- >\$10B+/10,000+ Employees
- COO role in Products Industry on large complex diamond clients, responsible for the daily management of the teams for Contract Management, Finance, Operations/ Project Management Office (PMO), Human Resources, Resource Sourcing (smart/offshoring) and the Commercial Negotiations. The resulting impact included commercial optimization complex multiple types (Towers) of work, including ITO, BPO, SI, AD/AO, R&D, Regulatory Compliance and Consulting, both measurable in terms of improvement to the profitability and seamless delivery across Towers.
- P&L Responsibility ranged from \$100M to \$500M depending on the client. In addition to direct client responsibilities, worked on establishing the infrastructure of a new area of Operations at Accenture in the Office of Risk Management. This included deal negotiation with strategic guidance on deal components, dispute resolution, governance, managing Third Party Advisory relationships and overall management of the contract, finance, PMO and human resources teams as well as the cross-Tower resource management and the overall commercial relationship.
- For a Global Pharmaceutical Client, reduced PMO costs \$1.5M, renegotiated FAO and Procurement Towers' fee structures to resolve contract disputes regarding SLAs and Volume Assumptions, dismantled HRO Tower and R&D Learning BPO due to decreased volumes and client dissatisfaction, and assessed acquisition risks/exposure including severance, obligations, etc.
- For a European Telecom, conducted a QA Commercial Assessment of a \$450M 5-year deal for SI and AO, determined Rate Card structure required adjustment due to changes in assumptions.
- For a Global Pharmaceutical Client, on Deal Team to renegotiate and extend both FAO and ITO Agreements totaling \$800M over 7 years. Primary areas of responsibility were the MSA and Governance and managing Third Party advisor relationship.
- For a Fortune 50 CPG Client with the world's largest SAP Implementation, immediately resolved \$1.7M in Change Order disputes and established a seamless commercial process to remove financial and contract discussions from the delivery organization into a weekly executive review meeting, negotiated 14 SOWs totaling over \$60M (R3 Implementation, R4/R5/R6 Design and R4/R5 Build).
- For a Fortune 50 Manufacturing client, re-negotiated a global restructure of a \$100M AO Maintenance and Support services agreement from Parent to 75 End-user Clients, dealing with complex international cross border, tax and finance matters.

# Anne E. Curtis - Continued

## Vice President, Global Strategy and Alliances

### *Unisys, Global*

2004-2006

Unisys is a global information technology company that specializes in providing industry-focused solutions integrated with leading-edge security to clients in the government, financial services and commercial markets.

- Publicly Traded
- Consulting Services, Technology
- Restructuring Company
- >\$10B+/10,000+ Employees
- Led the studies with Bain & Company on the commercial strategy and development of the managed services portfolio, and evaluating tools/technologies to augment the portfolio offerings.
- Established the CEE Captive Shared Services Center, including inbound Call Center and application development in early 2005, in 2012 the center exceeds 700 Seats.
- Developed holistic approach to managing Strategic Alliances in the outsourcing and managed services arena, specifically focused on cross-alliance collaboration and complex solutions, working with clients and key alliances on developing Joint Value Propositions, G2M strategies and joint solutions. The strategy encompassed four major categories; Channels (Sell-thru), G2Ms (Sell-with), SPs (Solution Partners to complement offerings and create cost efficiencies and 3PAs (Third Party Advisors). Channels and Alliances under the program included Dell, Cisco, EMC, Microsoft, Intel, CA, Peregrine, HP, LanDesk, among others.
- Led initiatives on customer success, engagement and satisfaction with key clients such as Cadbury Schweppes.
- Developed strategy with McKinsey on the restructuring and global sourcing initiative to migrate Head Count from North America to Smart Sourcing locations (India, China and Budapest).
- Collaborated on setting the Future Centers Strategy for Managed Service Centers, Data Centers, Call Centers, Network Command Centers, and Security Centers to consolidate the centers and reduce real estate costs that will result in an improved seamless integrated service to our client base across the service lines.
- As a Global Champion for Six Sigma Lean Initiative, established the business unit program in 2005 and became a Certified Black Belt.

## Partner and COO Europe for Millward Brown

### *WPP Group, Europe*

1999-2004

A world leader in marketing communications

- Publicly Traded
- Media, Publishing, Brand Consultancy
- High Growth Company
- >\$10B+/10,000+ Employees
- Chief Operating Officer and Partner, Europe, Rome, Italy (2000 to 2004) Europe Board Member, WPP Partner Club and Member of Global Operations Committee
- Tripled revenue during tenure via organic growth, geographical expansion and acquisitions. Countries Include: Germany, France, Italy, Spain, Portugal, Hungary, Poland, Czech Republic and Turkey; licensees in Belgium, Russia, Austria, Greece and Croatia. Profitability increased from 8.8% to 13.4% over tenure.
- Developed Key Account Marketing Strategy resulting in 15%-plus revenue growth in certain accounts. Clients included: Unilever, Coke, Pepsi Snacks and Beverages, Whirlpool, Gillette, GSK, General Motors, Ford, Kraft, Colgate-Palmolive, L'Oreal, Nestle, IBM.
- Established Centralized Pricing Process for International Quotations, in line with the Key International Account Strategy, resulted in an increase in international/multi-country business of 20%.
- Responsible for pitching, negotiating and costing large international studies, managed large international clients and their strategic initiatives, and responsible for marketing and related initiatives. Restructured, integrated and harmonized the operations of nine countries (all separate legal entities) and migrated them from local management to a Pan-European management structure and creatively determining new efficiencies and procedures to reduce cost structure.

# Anne E. Curtis - Continued

- Managed 7 Call Centers with 400 total Seats. Migrated from Paper Data Collection to venue-based Centers (70 Centers across Europe with 500 Units) resulting in 32% savings in Direct Costs leveraging a “Cloud” Model.
- Established a Captive Center in Budapest Hungary focused on a new line of business in interactive and advertising research, centralized Data Processing Unit with overflow migrated to India, saving 800K/yr.

## Managing Director

### ***Macro International, Central & Eastern Europe***

1995-1998

Market Research, Market Entry Consulting, Pricing and Brand Consulting for FMCGs

- Privately Held
- Consulting Services
- Mature Company
- \$100M-500M/1,000-5,000 Employees

Board member responsible for CEE operations in Hungary, Poland and Russia, and prior to relocating to CEE, worked with clients on Customer Loyalty and Employee Loyalty. Clients included WPP, Millward Brown, Unilever, PepsiCo, Gillette.

## Manager

### ***PwC (Legacy C&L), United States***

1986-1994

Big 4 Audit, Tax and Consulting Firm

- Privately Held
- Accounting and Consulting Services
- Mature Company
- \$10B+/10,000+ Employees
- Part of the management team that developed of new line of business in Outsourcing, now part of IBM.
- Developed marketing plans to target business opportunities.
- Participated in the bid analysis of over 200 proposal opportunities; regularly recognized in monthly newsletter for new business acquisitions.
- Managed the service delivery of over 25 contracts where some projects exceeded 200 professional staff from many practice offices, contracts ranged from 100K USD to 3.2M USD.
- Managed the GNMA compliance audits of Documentation Custodians and Issuers and a HUD project to develop a regulatory examination for both FHLMC and FNMA.
- Established the DC Medicaid Managed Care Program for AFDC and AFDC-related Participants. Worked on developing the Program and Quality Processes, and evaluating third parties to join the plan (HMOs).  
Audit Manager, Rochester, NY and Philadelphia, PA (1986 - 1990)
- Worked on mergers and acquisitions, SEC reporting, and international accounting for clients in Financial Services, Health Care, and Manufacturing.

## Certifications and Education

### **Certifications**

- ***Certified Public Accountant*** - Pennsylvania and District of Columbia, 1989
- ***Black Belt*** – Six-Sigma Lean, 2005
- ***Negotiations*** – University of Michigan, Ross School of Business, 2014

### **Education**

- ***Widener University***, Chester, PA, Bachelor of Science Degree, Dual Major in Accounting and Economics, May 1986, Academic Honors
- ***Juran Institute of Quality Management***, Six Sigma Lean Champion, Sponsor and Black Belt Certification, Blue Bell, PA, 2005