

**ATILLA TINIC**  
**6366 SOUTH TEMPE COURT**  
**AURORA, COLORADO 80016**  
**(720) 870-0767**

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An accomplished Information Technology executive in the telecommunications industry that has a proven track record for success in a career that spans over twenty years. Strong business and technical background has been demonstrated in the strategic areas of IT architecture, mergers and acquisitions, system engineering and data management. As well, highly successful in executing tactical efforts by leading diverse teams in system implementations, data migrations, system operations, data analytics, audit functions, revenue assurance and cost containment.

## **WORK EXPERIENCE**

### **Level 3**

2014 to PRESENT

#### **Vice President of IT**

Responsible for over 300 information technology professionals that operate sales, ordering, financial, human resources, billing and portal systems. Recent accomplishments include:

- Played a primary role in developing strategic vision and roadmap for target global IT architecture
- Consolidated Customer Relationship Management (CRM) platform to single instance for North America
- Incorporated CRM to suite of fully integrated front office applications (includes: product catalog, contract generation, location management, account management, expense and capital management, and ordering)
- Migrated ~ \$900M of annualized billing from legacy platform to target billing platform
- Consolidated on one global financial management platform with the migration of legacy Latin American enterprise resource planning (ERP) systems to global ERP platform
- Consolidated to one global human resource and payroll platform
- Launched major growth product line on target quote to cash systems
- Implemented streamlined IT development processes in order to ensure more expeditious software and project delivery

### **tw telecom**

2004 to 2014

#### **Vice President of IT**

Responsible for four business units and over 100 information technology professionals that operated sales, ordering, financial, human resources, billing, portal, and revenue assurance systems. As well, lead enterprise data management initiatives. Accomplishments included:

- Executed complete re-implementation of PeopleSoft ERP platform in order to restructure chart of accounts, upgrade platform and enable greater supply chain capabilities
- Internally developed sales, front office and ordering applications that were instrumental in the company's continual revenue growth and market leading EBITDA performance
- Led the IT side of many product initiatives, including customer self-service capabilities that allowed customers to manage aspects of their network services
- Led the implementation and enhancements to customer electronic billing and payment solutions
- Implemented revenue assurance and data management platform for the company
- Achieved multi-million dollar EBITDA benefits from revenue assurance efforts

- Successfully aided contract negotiations that resulted in millions of dollars in savings
- Developed various business intelligence solutions including marts and reporting capabilities
- Recognized as Industry leader and key presenter in Telestrategies Revenue Assurance & Management Show as well as TM Forum

### **Senior Director of IT**

Responsible for IT management of financial, human resources, billing and revenue assurance systems. A milestone accomplishment in this role was based on the acquisition and subsequent consolidation of another telecommunication company. In an eight month period of time provided leadership to fully consolidate back office systems. These included the following:

- Six billing and mediation system conversions and consolidations
- Financial and human resource system conversion and consolidation
- Payroll system consolidation
- Consolidation of system product catalogs

### **Director of IT**

Responsible for Revenue Assurance, IT tier II system support and trading partner gateways. Key accomplishments included:

- Leadership of a cross functional team that year over year has recovered millions of dollars in annualized EBITDA benefits for the company
- Establishment of a Revenue Assurance steering committee that consisted of senior leadership at the highest levels across Finance, Technology and Operations
- Led a variety of upgrades and enhancements to trading partner gateway platforms
- Led Tier II system support to dramatically reduce volume of trouble tickets and average duration

## **American Management Systems**

2000 to 2004

### **Principal Consultant**

#### **Outsourcing**

Negotiated and managed an outsourcing arrangement on behalf of AMS to handle an error resolution process for a large competitive local exchange carrier (CLEC). The error resolution process was related to transaction failures between the ordering system and the billing system. Achievements included the following:

- Average days to resolve an error dropped from 31.4 days to 1.2 days
- Orders that missed the first bill cycle dropped from 17.1% to 0.6%
- Reduced customer tickets from over 100 per month to approximately 10 per month
- Eliminated backlog of erred orders. It reduced from 350 orders to an average of 20, representing a 94% reduction

#### **Data Integrity**

Led three different AMS projects and teams through data integrity and clean up efforts for a large CLEC. These included the following activities:

- A post conversion effort to ensure an outstanding customer experience. It included data audits and cleansing, product catalog management, enhancing invoicing, and developing revenue assurance and order entry reports
- A project responsible for cleansing data and ensuring order to bill data synchronization. Within 90 working days the synchronization rate moved from 0% to 93%

- An organization wide project aimed at improving flow through of transactions executed by an EAI gateway between ordering and billing. The project included system implementation, testing, user education and the implementation of production tools to assist users

### **Data Conversion**

Led two significant billing conversion projects for a large CLEC. They were the result of internal consolidation as well as M&A activity. Major activities and accomplishments for these projects included:

- Leadership for all aspects of the projects, including development of the project plan, data architecture, conversion strategy and design, internal and external communication, required data clean up activities, invoice modifications, order entry report development, product catalog configuration, data mapping, business process definition and user acceptance testing
- Delivered a large scale conversion that had core team members in five cities across three time zones in less than 120 days. The project allowed the client to consolidate its customer base, job functions and significantly reduce operating expense
- Managed AMS project financials and operating budgets. In this capacity, came in under budget for the client with a savings of ~ 25%

### **OTHER PROFESSIONAL EXPERIENCE**

ADC Software Systems Division	1999 to 2000
Bell Canada & Bell Sygma	1994 to 1998

### **EDUCATION**

UNIVERSITY OF WESTERN ONTARIO, LONDON, ONTARIO  
Bachelor of Arts in Economics and Psychology

UNIVERSITY OF DENVER, DENVER, COLORADO  
Masters of Applied Science in Information and Communication Technology  
Concentration in Software Design and Programming