

Faison P. Gibson (Bud), MBA & Ph.D.

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Executive Summary

Business-oriented technology strategist with unique record in private, public, and academic enterprises. Significant experience with Fortune 500, medium, and start-up businesses. Speak English, French, and Arabic with international track record in North America, Europe, Asia, and Africa. Seeking opportunities to help organizations plan, manage, and deploy information technology assets to produce measurable business results.

Accomplishments

Organizational Leadership

Initiated new ventures and negotiated relationships to further business objectives.

- Developed and directed emerging information technology center with \$4 million in funding from **Citigroup, Dell, IBM**, and the **National Science Foundation**.
- Planned, budgeted, and initiated execution of \$3 million in new private sector development ventures in emerging economies.
- Negotiated joint economic development partnerships with government entities in Asia and Africa.

Technology Management and Measurement

Produced value from information technology and communicated with broad constituency.

- Designed strategy and analytics to increase average per customer spend at **Compete, Inc.** from \$250 thousand to \$1 million.
- Increased average on-line auction revenues 10% by designing new artificial bidding agents (funding, **Dell**).
- Improved revenue recovery 30% with new computer-based training for bill collectors (funding, **Citigroup** and **NSF**).
- Developed tactics to improve on-line customer service performance 10% using advanced statistical analysis (funding, **Citigroup**).
- Oversaw combined business and technology blueprints for over 40 companies.
- Designed and delivered instructional programs to over 600 business students.

Business Management and Revenue Enhancement

Extensive experience in business management with strong analytical ability.

- Defined new \$20 million market for **United Technologies** aircraft division.
- Created strategy to stop sales erosion at the \$100 million bottling equipment division of **Figgie International**.
- Implemented \$2 million in revenue enhancements at **Boston Medical Center**.

- Conducted market analysis leading to \$10 million bond offering by **St. Elizabeth's Hospital** in Boston, MA.
- Advised against \$120 million expansion by **Gulf Air**.
- Recommended against the creation of an aircraft leasing entity with a proposed capitalization of \$5 billion.
- Recommended go/no-go in red flag assessments of acquisition targets ranging in size from \$500 million to \$10 billion.
- Developed performance benchmarks for investment management organizations with over \$500 billion in assets under management.

Professional Experience

Michigan Business School, Assistant Professor, Information Systems, 1997–present.

A Business Week top ten school that graduates over 700 MBA and BBA students each year. Create and refine cutting-edge systems in decision support and customer interaction. Provide research and consult to start-up, medium, and Fortune 500 businesses on strategy, tactics, and IT architecture. Sample companies engaging projects include eberwhite.com, a \$1 million start-up, Dell, and Citigroup. Develop educational programs for MBA and undergraduate business students.

Deloitte & Touche, Senior Consultant, Boston, MA, 1990–1992.

An implementation-oriented, global consulting firm with 50,000 practitioners in 40 countries. Developed and implemented strategies to enhance revenues and reduce costs in health care, manufacturing, and financial services.

Arthur D. Little, Management Consultant, Cambridge, MA, 1988–1989.

A global, strategy and technology consulting firm employing 16,000 professionals in America, Europe, The Middle East, and Asia. Advised executive management on domestic and international business expansion opportunities.

Catholic Relief Services, Manager, Small Enterprise Development, Morocco, 1985–1986.

A \$110 million agency dedicated to global relief and economic development. Managed small enterprise development projects in the Middle East and North Africa.

Education

Carnegie Mellon University, GSIA, **Ph.D.**, Information Systems, 1992–1997.

University of Pennsylvania, Wharton, **MBA**, *Director's List*, 1986–1988.

American University in Cairo/ Georgetown University, **CASA**, 1983–1985.

Georgetown University, **B.S.**, *Magna Cum Laude*, *Phi Beta Kappa*, 1979–1983.

Additional Information

- Summer league swim official. Avid coach pitch baseball parent. Enjoy weight lifting and fitness competitions.
- Graduated high school in France, *Baccalaurat B, Sciences conomiques et Sociales*, mention bien (with honors), Acadmie de Versailles, 1979.
- Speak French and Arabic.