

KENT J. MCDONALD

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CONSULTING: PROJECT PORTFOLIO MANAGER, PROGRAM MANAGER Business Systems, Project Management, Operations Excellence

Successful strategic planner and business systems coach with more than 13 years experience. Expert at identifying and building consensus on winning strategies and the associated goals and action plans. Excel at business value modeling, portfolio management, governance, business solution design, and leadership of large-scale, complex projects. Widely recognized as an insightful leader, trusted mentor, and strategic thinker with experience across industries including financial services, health insurance, performance marketing, government, automotive, and non-profit organizations.

Strategic Planning ▪ Business Planning ▪ Business Analysis ▪ Financial Analysis
Value Model Development ▪ Project Management ▪ Process Modeling ▪ Portfolio Management
Business Intelligence ▪ Data Warehousing ▪ Package Selection and Implementation

PROFESSIONAL EXPERIENCE

KNOWLEDGE BRIDGE PARTNERS, West Des Moines, Iowa ▪ 2007 to Present

Consulting firm specializing in innovative strategic planning, project and portfolio management and business analysis solutions.

President

Spearhead business development and create ground-breaking solutions for clients including Wellmark Blue Cross Blue Shield and ProjectConnections.com. Define and implement market-driven strategic and product alignment plans. Build strategic alliances with technology suppliers. Serve as Agile Project Leadership Network (APLN) Board President, leading 9-person board and coordinating 2 leadership summits.

Key Knowledge Bridge Partners Accomplishments:

- Founded consulting business and developed a profitable sales pipeline.
- Developed and delivered project management training that generated measurable improvements in IT project success rates.

Key ProjectConnections.com Accomplishments:

- Boosted client IT presence, creating 17 agile-focused IT content pieces and tele-seminars.
- Cultivated key marketing alliances between ProjectConnections.com and APLN/Agile Alliance.

Key Wellmark Blue Cross Blue Shield Accomplishments:

- Instrumental to strategic program success. Developed strategic decision criteria, prioritized business intelligence requirements via value-based approach and introduced a process for integrating alliance partners.
- Improved the project governance and prioritization processes. Implemented best practices for project management and data management.

Career Note: Serve as Chief Operating Officer of Accelinova from 2007 to Present, co-founding organization delivering leadership and consulting tools with agile leadership book to be published in early 2009.

GENESIS10, West Des Moines, Iowa ▪ 2002 to 2007

Leading business and technology consulting firm serving wide range of clients.

Team Leader (Consultant), Wells Fargo Home and Consumer Finance (2005 to 2007)

Orchestrated \$200 million mortgage lending business integration, leading 6 business analysts. Developed credit-based business rules for mortgages, analyzing credit policies and testing rules.

- Introduced business rule management processes while managing system upgrades and revisions.
- Isolated more than 1,000 business rules in collaboration with 20-person cross-functional project team.

GENESIS10 continued:

Project Leader (Consultant), Wellmark Blue Cross Blue Shield (2002 to 2005)

Facilitated critical software and web-based programs, boosting corporate performance. Successfully aligned program specifications, system development and testing, and vendor relations with strategic imperatives.

- Propelled performance index scores by 15%, integrating new data source into claim performance and tracking data mart through large, complex project, leading team of 4.
- Slashed open claim inventory by magnitude of 10 through innovative business-aligned system.
- Launched software tool for data warehouse audit data complying with HIPAA regulations.
- Enhanced business intelligence programs, selecting Extract, Transform, and Load Tool.
- Led \$500,000 program establishing scheduling and web publishing functions in existing application.

ITA GROUP, West Des Moines, Iowa • 2000 to 2002

\$150 million performance marketing program administration and awards fulfillment company.

Business Systems Supervisor

Directed IT development and analyzed project value, leading team of 3 business analysts. Cultivated vital relationships with clients, determining technical aspects of performance marketing programs.

- Jumpstarted customer service delivery by 45%, introducing new customer support application.
- Originated software development and project prioritization programs for corporate IT projects.
- Integrated data from 5 legacy systems, creating web-based customer service system.

NORSTAN CONSULTING, West Des Moines, Iowa • 1998 to 2000

National application development and network consulting firm.

Project Leader

Championed client business growth, designing technology solutions and quickly improving operations.

- Cut State of Iowa FIP caseload by 30% in 6 years via innovative income management program.
- Delivered improved public program rules and regulations access via \$190,000 website development project, establishing new packaged search engine.
- Re-imaged 850 desktops within 1 week, developing training for Y2K desktop conversion.

Note: Experience includes role as Program Manager and Application Engineer with DELPHI AUTOMOTIVE SYSTEMS. Key accomplishments include leading global Saturn product development team and reducing Saturn Power and Signal Distribution System costs by \$3.3 million. Details on request.

FORMAL EDUCATION

Master of Business Administration

Kent State University, Kent, Ohio

Bachelor of Science, Industrial Engineering

Iowa State University, Ames, Iowa

PROFESSIONAL & COMMUNITY LEADERSHIP

Founder, President, and Board Member: Agile Project Leadership Network

Agile 2007 Conference Leadership Symposium Chair, Washington, D.C.

Director of Curriculum: Business Analyst Development Day 2008

Board of Directors and VP of Strategic Planning, Juvenile Diabetes Research Foundation Greater Iowa

PROFESSIONAL CERTIFICATIONS & AFFILIATIONS

Certified Scrum Master

Project Management Institute (PMI) • International Institute of Business Analysis