

Professional Profile

Mark Fullman - MBA, BS

Managing Director - Philadelphia

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Mark Fullman has 25 years of executive and consulting experience specializing in Business Transformation, Merger Integration, and IT. He is accomplished in leading executive, technical, functional, and vendor teams through entire program life-cycles including: IT and business planning, merger integration planning, business case and TCO development, project portfolio planning; vendor management including strategic sourcing for software, infrastructure, managed services, and integration services, contract negotiations, and ongoing vendor management; solution development, organizational change management, training and deployment.

He has led major business transformation and merger initiatives including IT services, business processes, infrastructure, and applications, with experience in SAP, PeopleSoft, Oracle Cloud ERP, JDE, Salesforce, ATG, and hybris.

SUMMARY LIST OF CLIENT SUCCESSES

Project Director for planning and executing the consolidating and integration of Financial Operations for a highly de-centralized \$6 Billion Distribution Company. The project included Process Design, Organization Design, and Performance Measure Design based on consolidating twelve operations to a centralized shared services center.

Managed a 20-member project team in the development of a merger integration plan merge for two financial institutions, each with over \$8 billion in assets. Process and value analysis was used to develop the consolidation plan that included 22 functional areas including accounting, information systems, marketing, and facilities and resulted in a 50% reduction in personnel and a 40% reduction in operational expenses.

Project leader for the merger integration plan and consolidation of 5 financial institutions, each with over \$700M in Assets, over a two-year period. Scope included customer service, 200 bank branches, back office, finance, HR and IT.

Project Director for the global consolidation plan and re-engineering of financial control at a Fortune 200 consumer card corporation. Responsibilities included developing a global vision for financial control that spans twenty-five countries worldwide. The vision included a strategy for migrating, consolidating, and re-engineering global financial control into a single world-class center of excellence serving all countries on a 24/365 schedule.

Directed the planning and consolidation of U.S., Mexico, and Canada markets at a Fortune 200 consumer card corporation to a shared service center. The process, organizational, and technology gap analysis was performed to seamlessly migrate operations to a shared services center.



Developed the merger integration plan for consolidating multiple acquisitions over a three-year period at a global customer service company. The repeatable plan included pre- and post-sale activities for all major functions including HR planning in an SAP-centric environment.

Conducted a B2B and B2C eCommerce strategy and platform evaluation for a \$3Bn manufacturer and distributor of soft-goods. Negotiated vendors to a 75% reduction in subscription fees from list price. Developed the business case that resulted in a 25% IRR after tax based only on process efficiencies.

Directed the planning and execution of organizational change management, training, and deployment of an integrated order management solution based on Salesforce.com for a 1,600-member sales force including three regional call centers at a Fortune 100 Communications company.

Directed the design and implementation of a VMO at a Fortune 25 Life Sciences company. Established the VMO processes and centralized organization to support five business units and corporate IT. The VMO Scope included demand management through strategic sourcing, contracting, and performance monitoring.

Directed a \$20 million multi-phase business transformation including SAP Finance and Human Capital Management and Data Center Outsourcing for a 20,000-employee global financial services company. Conducted strategic sourcing and contracting for ERP, sales tax, timeclock, and treasury software and integrators as well as infrastructure hosting, and application management services vendor.

Directed a \$50 million multi-phase ERP implementation including PeopleSoft Finance, HCM, and Supply Chain and Data Center build for a large southeastern city. Led the multi-discipline team through strategic sourcing to identify, contract and manage infrastructure, software, and services vendors based on leading VMO practices.

Program Manager for the ERP software selection and implementation at a Fortune 500 life sciences company subsidiary. The project included the software selection and solution design using SAP R/3 FI/CO, MM, SD, PP MRO, and Financial processes.

Assessed CRM organization, processes, and technology, in conjunction with Gartner Research, at a Fortune 500 life sciences company. Developed a CRM roadmap based on industry technology and business trends and market factors to enable the CRM organization to meet evolving industry challenges.

Advised a \$2Bn luxury goods retailer during ERP implementation integrator selection and negotiations. Using VMO best practices, a lower risk, fixed fee, pay for performance contract resulted.

Directed multiple business transformation assessments in the food and beverage industry including Supply Chain, Manufacturing, Finance, and HR. Current State vs Future State Assessments, business cases, business requirements and process scenarios were incorporated into the RFP processes for ERP software selections.

Directed the implementation of PeopleSoft ERP Finance and Supply Chain at a \$2 Billion medical products and services company including deployment to over 1,200 users.

Acting Supply Chain PMO at a \$3Bn Manufacturer and distributor including project charters, process design and business cases for a 30-location warehouse management system and an order management portal to support 5,000 dealers. Conducted WMS and eCommerce software strategic sourcing process based on VMO leading practices.



Directed the business transformation at a \$4Bn paper and industrial products distributor including the implementation of SAP FICO, SCM, and Manhattan WMS.

Performed a SAP Program Management Office Risk Assessment for a Fortune 500 consumer products company undergoing a global business transformation. Assessed all facets of the PMO including integrated project planning, resource management, project standards, templates, and tools, risk and quality management, change management, communications and training, and resource management.

EXPERIENCE

DYNAMICS CONSULTING, INC.

Directing multiple IT strategy, Xaas, application sourcing, program management, and VMO implementation engagements in life science and education/workforce testing industries.

COMCAST – Salesforce Deployment PMO

Directed the deployment of an integrated order management solution based on Salesforce.com for a 1,600-member sales force including three regional call centers. The scope of responsibilities included Integration and User Acceptance Testing, Deployment and Operational planning and execution, and End User Training planning and execution.

GLOBAL PHARMACEUTICAL COMPANY - CRM Performance Improvement Project Portfolio Manager

Assessing current state CRM processes including Territory Alignment, Call Planning, eDetaling, Call Reporting, Analytics, Call Center Operations, and Scientific and Medical Affairs and supporting technology in relationship to industry and government trends. The result will be a CRM roadmap and performance improvement portfolio.

THE CARLYLE GROUP - ERP Hosting and Managed Services Outsourcing Director

Directed the executive team at The Carlyle Group through the requirements definition, RFP development and evaluation, TCO analysis, and contract negotiations for outsourcing PeopleSoft and Hyperion. The outsourcing scope included platform hosting, OS, Middleware, DBA, and Admin services.

CITY OF RALEIGH - ERP Program Manager

Program Manager for a \$50 million multi-phase ERP initiative including PeopleSoft 9.0 Finance, HCM, Portal, ELM, EPM & CCB 2.2 supported by a new VM ware based 40 Sever - 50 Terabyte Data Center for the City of Raleigh NC.

Responsible for leading the executive team through SAP & PeopleSoft vendor demonstrations, TCO analysis, and negotiating software licenses and integration vendor deliverable based contracts.



Directed the 100-person project team through the implementation of Peoplesoft Portal, Personnel Administration, Time & Labor, Payroll, eBenefits, TimeLink Clocks, GL, AP, eProcurement, Asset Management, Inventory, and Employee Expenses, and 30 interfaces over a 13 month period for 5000 employees on time and on budget.

NCO GROUP - ERP Program Manager

Program Director for a 75-member business transformation team at a \$1 billion financial services company with 100 call centers. Managed project planning, blueprinting, and realization of SAP R/3 FI/CO, HR/PA, Portal, CRM-SFA, BW, and Solution Manager integrated with Vertex, BSI, Kaba Benzing Time Clocks, and Chesapeake Treasury systems. Responsibilities included:

Developed program and project work plans and managed project teams & integration vendors (Bearing Point, SAP Consulting, and IBM Global Services) in Buffalo and Philadelphia through blueprinting, project realization, and go-live for a payroll of 16,000 employees and 150 Finance and HR end users and a 100 person which went live on time and on budget.

Managed weekly steering committee meeting consisting of the CIO, CFO, CAO and SVP of Finance.

SIEMENS MEDICAL -ERP Program Manager

Program Manager for the PeopleSoft 8.4 ERP implementation at a \$2 Billion medical products and services company. Responsible for directing the 100-person project team during the design, implementation, and integration of PeopleSoft contracts, order management, and billing modules for over 1,200 users. Planned and conducted weekly steering committee meetings which included the CIO, CFO, Corporate Controller, and SVP of Professional Services. Other responsibilities included:

Business Architect. Facilitated a team of 30 functional managers and SME's through the development of the contract to cash process and requirements definition. Incorporated leading practices and the need to support 30 years of legacy contract structures.

Release Manager. Directed a team of thirty IT managers, analysts, systems engineers, and DBA's through a structured weekly release management process that crossed all legacy and ERP business systems.

OTHERS

NEWELL RUBBERMAID

ICG COMMERCE

ERNST & YOUNG

ACCENTURE

MCKESSON

JOHNSON & JOHNSON



PostMergerIntegration.com

Due Diligence | Integration | Optimization

800-816-9630

SERTA SIMMONS

EDUCATION

Bachelor of Science: Accounting - The Pennsylvania State University

MBA: Drexel University