

Michael W. Peters

Phone: (732) 672-7251 Cellular

Email: mpeters@mpetersco.com

Objective: A challenging, strategy-oriented, senior management position within a progressive and innovation-driven business-centric technology organization.

Professional Experience:

MetLife 8/2000 to 9/2001

Officer and AVP: CRM Solutions Lead Architect – Technology Services – Primary role of leading a team of senior systems architects in the design of an enterprise-capable Image & Workflow platform to support future re-engineering initiatives, while overseeing all technical aspects of the image and workflow CRM development strategy. Design of enterprise component utilities to leverage legacy systems and expose processed data to a variety of touch points.

Product owner of Client Teleservicing System (CTS). 650 seat distributed customer service application written in PowerBuilder, VB, and Java. CTS architected to provide holistic view of numerous business sectors' customer information from a variety of legacy systems to a standardized common desktop using tailored screens and common session controls defined by business rules/entitlements, roles, and functional requirements. MIS reporting defined through customizable Microsoft Access templates. CTS evolution and development defined by close partnership with senior business owners to identify challenges and issues that could be resolved through implementation of technology enablers. Management leadership of a team of 8 developers, 1 help desk/support associate, 1 business analyst, and 1 line manager. Primary ownership of establishing and maintaining all Technology Services CRM implementation budgets totaling some \$4 Million dollars.

Key deliverables included:

- Development of a CRM technology strategy applicable to select individual lines of business while also maintaining corporate enterprise perspective. Unified view of the customer from any touch point across multiple lines of business within MetLife enterprise within the context of a common desktop leveraging CTI, self-service, and customer value assessment with appropriate work routing were key guiding principals.
- Development of rationalized universal customer servicing platform in partnership with Cisco, Sun, Telera, GeoTel, AvantGo (wireless touchpoint) and Chordiant.
- Provide strategic and technical leadership to CRM team and ensure continuing development of appropriate skill sets.
- Communicate and socialize technical and business strategic aspects of CRM to MetLife IT community, business owners, and senior management. Particular focus on business impact of CRM initiatives to support/realize quantifiable cost savings, customer loyalty, valuation and selection, and automation of core business processes.
- Senior participant in development of internal marketing campaign to publicize Technology Services capabilities to internal business customers.
- Repositioning and upgrade of Technology Services data center and training facility.
- Created a Learning Center for both internal personnel and customers to showcase technology business products (including Business Events Status Tracking System, CTS, Intelligent Imaging Workflow System, and Service Request Director System.)
- Introduced, implemented and integrated distributed video conferencing facility supporting H.320, H.323, and T.120 (data conferencing) standards. Key cost reduction benefits included travel reduction, distance learning, emerging meeting support and distributed team building.
- Develop sunset/retirement program for 650 seat customer servicing application. Program elements included team skill upgrade execution (developers, business analyst, and line manger), socialization of program to current business owners, systems consolidation, securing of budget approvals, and definition of replacement prototype.

- Interview, hire and manage the day-to-day activities of technical team in support of CRM solutions.

eCiti (CitiBank) 7/1999 to 8/2000

VP: Chief Architect - eCommerce and eCare Fulfillment Solutions - Primary role of direct partnership with business clients to ascertain requirements and develop solutions with fellow architects to enhance productivity and performance of 5000+ Global Customer Service Representatives (CSRs) through the delivery of unique, repeatable, leading edge technology applications, products, and services. Responsibilities included: Analysis of emerging technology and technology spaces pertinent to business needs and consistent with strategic technology vision; determine, recommend, and select technology vendor partners capable of delivering technology solutions through prototype, pilot, and deployment phases; and preparation/tailoring of presentations in accordance to audience composition, objectives, and requirements.

Key deliverables included:

- Functioning EAI architecture prototype to deliver common desktop for (CSRs) utilizing BEA (Middleware), Serveware (Knowledge Management), Staffware (Workflow), ICM-CTI (GeoTel-Cisco), and Cockpit (eLoyalty). Intelligent eMail Processing (EchoMail), and Campaign and Contact Mangement products to be integrated in second phase. Internationalization considerations for desktop cockpit. Holistic view of the customer while also providing consistent presentation of eCiti to customer were guiding principals.
- Enhancements to Citibank's Blue Shift initiative (NIVR, and screen pop context based on prior CTI captured activities).
- Deployment of WWW-based collaboration project management tool (Netmosphere/Enact).
- Deployment of documentation and research repository with end-user publishing based upon entitlements (iPlanet Enterprise and LDAP applications).
- Design of interactive CBTs to reduce training time for new CSRs.
- Authoring of numerous RFI proposals to establish best of breed product choices identified to be integrated into customer servicing desktop paradigm.

PaineWebber Inc. 3/1998 to 7/1999

ADVP: Manager - Firmwide Architecture (infrastructure) 11/98 to 7/99 - Major responsibilities included: Leading Ernst&Young facilitated Accelerated Technology Architecture Definition process for Retail, establish 3 year horizon for architectural roadmap to support highly available, web application development centric infrastructure, and perform infrastructure architectural review function for the Private Client Group.

ADVP: Manager - Advanced Client Technologies (ACT) (Infrastructure) 3/98 - 11/98 - Major responsibilities included managing and developing team of five to architect and deploy ACT infrastructure utilizing best practices, best-of-breed solutions and coordinated process and matrix management techniques.

Key deliverables included:

- Deployment of new public website (www.painewebber.com).
- Conversion of disk storage to EMC technology.
- Hardware upgrades to latest Sun servers.
- Y2K certification for all ACT infrastructure.
- Legato DMZ services.
- High availability, 24x7, single point of failure review and re-engineering for ACT.

Salomon Brothers Inc. 9/1988 to 3/1998

Multiple job positions including:

- *Senior Analyst - Web Services* (7/1996 to 3/1998) - Major responsibilities included: Collaborative content development with front office business units, and the design/creation/support/enhancement of a five Sun server based corporate intranet/extranet utilizing Solaris2.5 and Netscape server products.

Key projects included:

- LDAP implementation including replication using Netscape Directory Server to support authentication and entitlements as a standardized set of credentials.
 - Early ASP function by hosting several applications within a fault-tolerant server platform for several key internal clients.
 - Internal X.509v3 client and server Digital ID creation facility utilizing Netscape Certificate Server and Entrust.
 - SSL-based authentication/encryption for access control to applications utilizing client certificates and Secur-ids.
 - Streaming audio incorporated into WEB applications using Real Audio and Tool Vox technologies.
- *Senior Analyst - Fulcrum* (8/1994 to 7/1996) - Major responsibilities included: Tracking and evaluating emerging advanced technologies; creating pilot and prototype research and development projects to leverage these technologies to the Firm's tactical and strategic business interests; publishing white papers delineating potential business applicability of these technologies to senior management; and conducting demonstrations of key technologies to the trader and analyst community.

Key projects included:

- Contributor to Global Equities Online (GEO) initiative, one of the first WWW-based applications to deliver research and order taking functions.
 - Speech dictation evaluation and deployment of both discrete and continuous speech technologies from IBM and Dragon Dictate to facilitate order taking by traders.
 - Morning call delivered real-time through WWW using streaming audio.
 - Closed caption data and teletext encapsulation application.
 - Creation HTML and Java Script-based pages with audio and video elements.
 - Deployment of ATM 25 Mbit multimedia workstation as Broker workstation on trading floor.
 - Prototype and deployment of Desk Top Video Conferencing using ISDN BRI for select Brokers on trading floor.
 - Windows 95 deployment.
 - TCP/IP 10 Mbit Ethernet H.320 Video Conferencing facility.
- *Senior Project Manager - Global Video Conferencing Department (GVCF)* (7/1992 to 8/1994) - Control project life cycle from system design, vendor selection and coordination, budget management, implementation supervision, full beta testing, production turnover, training for both non-technical users and technical support personnel. Installation of Unix based scheduling/charge back package. Primary responsibility for devising new features/enhancements and complete project management control over adding future sites. Evaluation and implementation of alternate non H.320 systems including Intel Pro Share product and Alpha Systems POTS based product. Early evaluation of T.120 data conferencing elements (including file sharing and whiteboard).
 - Major project during 1993 - 1994 was completion of Global Video Conferencing Facility upgrade **from six sites to fourteen sites**. Six month evaluation of four leading vendors culminated in CLI Rembrandt MCU facility being replaced with Picture Tel MCU based facility and the aforementioned expansion. International presence included Hong Kong, Tokyo, and London.
- *Novell Systems Administrator - Network Engineering* (5/1991 - 7/1992) - Direct subordinate's day to day activities. Complete responsibility for three Novell servers and three hundred users including hardware and software installation, system upgrades, application installations, problem resolution, training of user community, security and day to day administration. PC training to user community. Insure proper Ethernet IPX connectivity through Cisco routers. Provide TC/PIP access to Sun servers. Installed Castelle fax server which offered users the ability to send and receive faxes from their PC through the Novell network. Installed VAP printer gateway so that Apple laser writer post script printers could be used through Appletalk connections for both Novell and Appleshare users.

MICHAEL W. PETERS

Page 4 of 5

- *Network Implementation Engineer - Network Engineering* (6/1989 - 5/1991) - Managed individual technology requests leading to design, implementation, documentation, testing and turnover of new network enhancements or services. Installed 4Mb Token Ring network managed under Token Ring Manager software for 7WTC project using fiber backbone and twisted pair local connections.
- *Documentation Specialist - Network Engineering* (9/1988 - 6/1989) - Converted Freelance/Paradox based documentation system over to Windows based OPUS product. Put procedures in place to insure methodical and consistent documentation. Installed necessary Netware controls for shared access to program, databases and drawings.

Johnson and Johnson Products 2/1985 to 9/1988

Senior Data Communications Analyst - ESDP

Duties Included:

- Primary responsibility for planning, analysis, design and implementation of data communication facilities.
- Exploration and evaluation of new technologies and determination of practicality by creating mini live test environments.
- Provided complete analysis of vendor response to RFPs and presented recommendations to management for final decision making.
- Writing of 'white papers' on various ways to improve the network by optimizing, streamlining or enhancing current facilities. An example of this was my recommendation of the Datatel 9100 T1 multiplexer. 20 dedicated circuits were eliminated (effecting significant cost savings per month) by using a single T1 circuit. I later expanded the T1 facility by using the 9800 product with a three site ring topology for redundancy and backup.
- Performed third level support for complex problem resolution.
- Reviewed equipment budget and vendor contracts for compliance with management set budget directives.

Automatic Data Processing 2/1983 to 2/1985

Data Communications Specialist - Interactive Accounting Services

Duties Included:

- Supervision of eight subordinates distributed in different domestic locations to resolve network difficulties and to coordinate the installation and testing of new facilities and services.
- Management of two million dollar budget directly relating to hardware purchase, facility implementation and maintenance.
- Compilation of information from various industry sources to forecast cost impacts on current networking methodologies and make appropriate recommendations for implementation of cost saving technologies. For example, implementation of regional (hub-based) multiplexing networks rather than individual point to point connections.
- Direct involvement with vendor equipment evaluations and testing for determining possible inclusion into the network environment.
- Design of network facilities using different planning technologies such as multi-drop multiplexing, point to point multiplexing, regional multiplexing, dedicated circuits and dial up circuits.
- Research and dissemination of relevant technical information to regional management.

National Broadcasting Company 9/1980 to 2/1983

Engineer - Telecommunications Department

Duties Included:

- Investigation of communication equipment malfunctions and taking appropriate corrective measures to restore service.
- Operation of test equipment to diagnose, localize and troubleshoot equipment failures.
- Interaction with network carrier personnel for all stages of network planning, design and problem resolution.

MICHAEL W. PETERS

Page 5 of 5

- Determination of user requirements and specifications for designing or enhancing new network facilities and framing them within cost containment practices.
- Repair of various failed components including terminals, monitors and power supplies down to chip level using logic probes, oscilloscope, DMM and vector scope.
- Summarization of problem resolution in weekly status reports to management.

Education:

Stevens Institute of Technology - Hoboken, NJ

Information Management *Doctor of Philosophy* (Candidate – Started 9/2000)

Information Management *Master of Science* (8/1995 - 4/1999).

Salomon Brothers - Rutherford, NJ

Intro to Java programming (1995) Intro to C++ programming (1994)

Data-Tech Institute - Sommerset, NJ

Certified Netware Engineer certification (1990)

Announcers Training Studio - NY, NY

628 hour course in electronics culminating in sitting for and passing FCC First Class Radio

Telephone License (7/1979 - 3/1980)

Ithaca College - Ithaca, NY

Communications Management *Bachelor of Arts* (8/1974 - 5/1978)

Personal:

Married with two children and in excellent health. Excellent verbal and written command of the French language. Amateur Radio ham (Advanced class) since 1967. Brown belt in Tae Kwon Do. Classical musician for 25 years. Performer at the New York Renaissance Faire (1982 – 1991, 2000 - 2001).

REFERENCES AVAILABLE UPON REQUEST