

MARTIN TIMUSK – Curriculum Vitae

Objective

To provide companies with technology insight, guidance and leadership, as they enable the Internet channel for their customers, partners and stakeholders. To aid end users, support groups and technical teams in the transition to Internet-channel interactions and communication. To provide critical analysis to aid senior management in the enterprise technology decision making process. To use my extensive Internet experience to help companies as they improve the business bottom line through innovative and adaptive technology solutions.

Highlights

- Implementation of comprehensive platform for Internet-based customer self-service for energy utility – 5 year plan, \$25 million budget, 1.8 million customers
- Intranet consolidation to enterprise portal for energy holding company – 2 year plan, \$3+ million budget, 5,000 internal 2,000 external users
- Change Management and transition planning for Web Support team moving from internal service department to external third-party contracted-service provider
- Staffing and management of technology delivery team responsible for the early web initiatives for Financial Post 100 companies – 6 months, 20 new staff hired, \$1.2 million in services delivered
- Creation of online properties that facilitated expansion of Canadian publishing company into the US

Professional Experience

Principal Consultant – Internet Technologies

Timusk.com, Toronto, ON

May 1997 to present

Manage and deliver consulting services for independent technology consulting company. Some recent engagements include:

Strategic Internet Consultant - Enbridge Gas Distribution, Toronto, ON

April 2004 to January 2006

Developed and implemented a comprehensive customer web strategy to deliver customer self-service functions to residential customers for a local gas distribution company.

- Developed and implemented a multi-year web strategy program
- Developed a multi-track delivery model to ensure engagement of internal IT
- Developed support models and processes to sustain the development capabilities
- Built executive consensus and support for the program

e-Business Advisor - Enbridge Inc, Calgary, AB

January 2002 to December 2004

Provided ongoing Internet and e-Business consulting services to the Chief Information Officer of this international energy holding company.

- Participated in ongoing development of the CIO office's role within the companies
- Assisted in the development and delivery of an enterprise portal strategy
- Developed support documents, processes, and procedures for portal teams
- Developed solutions with business users to increase overall portal functionality and adoption
- Delivered training sessions for all audiences from end users to developers

Manager of Web Support Services - CustomerWorks, Toronto, ON

January 2001 to June 2003

Planned and managed the pre- and post-sale transition of the Web Support Services team during the change in ownership from an Enbridge-affiliate to a new independent company.

- Preparation of budget models, service level agreements, solution design for Web Services Group
- Day to day management of service delivery team for new and existing clients.
- Development of a new comprehensive Intranet for new company

Internet Technology Consultant - Enbridge Commercial Services, Toronto, ON

January 2000 to January 2001

Provided a wide range of consulting services to the newly created technology delivery company including:

- Provided technology review and analysis for portal, e-Bill, and intranet initiatives
- Designed solution for online residential gas contract signup
- Provided training and mentoring of internal web support staff

Other Engagements

Internet Traffic Analysis - General Content, Toronto, ON

April 2000 to June 2001

Provided general technology consulting services and client site analysis to a Internet Media and Development company supporting web sites for several financial publications.

E Business Consultant - Symphoni Interactive, Toronto, ON/New York, NY

September 1999 to February 2000

Assisted in the establishment of a technology services offering of joint venture specializing in interactive marketing and Customer Relationship Management (CRM) solutions for Fortune 500 companies.

Internet Marketing Consultant - Enbridge Consumers Gas, Toronto, ON

August 1998 to May 1999

Planned, implemented, and monitored a variety of online marketing initiatives to enhance the online-customer experience, to improve integration with other marketing programs, and to drive traffic to the Customer Service features of the web site for local gas distribution company.

Site Management - Livent Inc., Toronto, ON/New York, NY

June 1997 to November 1999

Outsourced site content and infrastructure management for a busy marketing web site for North American theatrical production company, including: development of online catalogue for merchandise sales; ongoing statistical analysis of web traffic; management of online advertising campaign

Director of Technology Services - Bratch Innovation, Toronto, ON

September 1997 to May 1998

Provided technical leadership to a marketing and promotions company expanding the business to include web development. Clients included; AT&T Canada, Tribute Magazine, the Ontario Securities Commission, CIBC Wood Gundy, and Sears Travel. Managed partner relationships with key strategic vendors including, Microsoft, Broadvision and Encanto

Other Experience

College Instructor - Bell Centre for Creative Communication (Centennial College), Toronto, ON

September 1998 to March 2000

Developed course materials and taught New Media Project Management course as part of the Bell Centre's intensive New Media and Design program. Also participated in the Program Advisory Council.

Webmaster - WEDDINGBELLS INC., Toronto, ON

May 1995 to August 1997

Covered all technical aspects of building a public content web site for an 'early adopter' online media company. The web site led to a US version of the publication and to the eventual sale of both properties to an Online Bridal Registry.

Production Manager - Wedding Bells Magazine, Toronto, ON

June 1991 to February 1997

Managed production department for a semi-annual publication with 12 regional editions, an annual print budget of \$2 million, and over 1000 ad/editorial pages per issue. Introduced all digital, direct-to-film process, which reduced costs and improved production times. Implemented company-wide Internet connectivity and email.

Public Speaking Engagements

No Empty Portals – Plumtree Conference, Toronto, ON

No Empty Portals – Plumtree Online Global LiveMeeting

No Empty Portals – Plumtree Conference, Columbus OH

If you build it, will they come? - IQPC e-Bill Conference, Toronto, ON

Online Publishing – Canadian Magazine Publisher Association, Toronto, ON

Site Personalization & e-Commerce - Canadian Direct Marketing Association, Toronto, ON

Intranets and Extranets - Canadian Public Relations Society, Toronto, ON

Careers Online - Blueprint for the Future, Toronto, ON

End user Experiences Under 4.0 Browsers - E-Business World, Toronto, ON

Myths and Realities of the Web - WedCon 97, New York, NY

Computer Proficiency

- Extensive experience with standard business, publishing and Internet software.
- Extensive experience with specialized web tools/technologies like: Homesite, DreamWeaver, Webtrends, HTML, ASP, Javascript, PERL, PHP, etc.
- Extensive knowledge of the Enterprise Software systems including direct integration experience with, Plumtree Enterprise Portal (now BEA AquaLogic), SunONE LDAP, OpenText's LiveLink document management software, PeopleSoft employee self-service, Lotus Notes, and Oracle J2EE custom applications
- Extensive knowledge and experience with all Macintosh hardware and software
- In depth knowledge of TCP/IP network systems and network architecture

Education

B.A. Political Science - University of Toronto, Toronto, ON

Microsoft Financial Services DNA Summit - Seattle, WA

Microsoft Network Services Executive Summit - Seattle WA

UNIX System Administration, McMaster University - Hamilton, ON

Webmasters Survival Seminar - Silicon Graphics - Toronto, ON

References

Excellent references, both personal and professional, available on request