

**STRATEGY, INNOVATION & OPERATIONS EXECUTIVE****HIGHLIGHTS**

- Hands-on strategy, business development and operations leader with over 20 years strategy & operational experience working for global firms such as GE/NBC Universal, Wachovia, Capital One and T. Rowe Price
- Thought leadership in strategic analytics, organizational design, social media, video mobile and gaming.
- MBA and B.Sc. in Artificial Intelligence and Mathematics, Lean Six Sigma Master Black Belt

**EXPERIENCE****Broadcast & Cable Sector Leader, Ernst & Young (New York, NY)****Dec 2010 – Present**

Working with Ernst & Young's C-level leadership at Fortune 50 Media & Entertainment clients to create profitable growth strategies across broadcast, cable, digital and advertising.

**Director, Engagement Leader, GE/NBC Universal (New York, NY)****Sep 2007 – Dec 2010**

Director of strategic initiatives & analysis with Comcast/NBC Universal, a \$15 billion entertainment company, with documented benefits of over \$150m in 2009. Led teams transforming ad sales, marketing, strategy and operations across cable entertainment, broadcast, distribution, digital, research & analytics. Working with CEO and division presidents to craft and deploy transformations in go-to-market strategy, cross-platform distribution and content monetization, e.g:

**Digital Platforms**

- **International Distribution:** Developed 4-year strategy and business case to create a central content hub for 70+ linear channels worldwide projected to generate savings of ~\$30M.
- **iVillage:** Led a turnaround initiative to restructure editorial, sales marketing and product development and launched growth strategy plays transforming its go-to-market approach.
- **Digital Product Strategies:** Financial planning/projections, competitive analysis and business plan for several digital initiatives both internal and spin-offs with market valuation upwards of \$50m in social networking, video distribution, syndication, iTV and gaming.
- **Centralized Tagging** Launched framework for a tagging initiative across all NBC digital platforms to deliver dynamic tagging for DART, Omniture and CMS tags.

**Corporate Strategy & Growth**

- **M&A Post Merger Integration (PMI):** Managing the PMO for the Comcast/NBCU transition coordinating hundreds of PMI projects & initiatives across all functional areas (e.g. Payroll, Benefits, IT, Finance, EHS, Legal, Real-Estate).
- **Growth Playbook:** Worked with C-level leaders on developing and implementing 5-year growth playbook plans.
- **Balanced Scorecard (BSC):** Led a multi-year initiative to deploy BSC's across all divisions to improve visibility, accountability and alignment of strategies in all levels of the organization
- **Sourcing:** Led multiple cost analyses and vendor negotiation initiatives to generate savings of \$200mm FY2010-2012

**Operations**

- **dotMedia:** Financial analysis, facilitation and strategic planning in a 3-year enterprise digital technology initiative with 72 project streams impacting every aspect of media production & consumption spanning ingest, edit, storage and repurposing of all media assets.
- **Enterprise Payroll:** processing for 50,000 staff and union employees reducing cycle time by 40% and hand-offs across GE & NBCU.
- **Lean IT:** Streamlined enterprise architecture & infrastructure activities resulting in 53% improvement in cycle time of application lifecycle delivery (4500 hours)

**Sales & Marketing**

- **MSNBC Branding:** Developed a branding strategy for MSNBC incorporating audience characteristic profiling and demographic trends in the US for 2009 upfront
- **Enterprise Sales:** Streamlined processes representing \$6.5b in revenue across 15 media properties in cable, news and digital delivering \$50m increased revenue
- **Healthology:** Improved capacity by 80% and revenue opportunity by \$30m in the new product development life cycle.

**Production**

- **News Digital Journalism:** Launched an initiative to transform the way news is gathered and produced across the entire NBC news division redefining roles and resulting in savings of \$10m annually
- **Physical Asset Management:** Standardized operations across news archives and universal studios vault resulting in 30% reduction in cycle time.

Led CC Pace's engagements and coached client organizations to transform core operations, improve customer service and align company vision & strategy. Launched a knowledge management initiative and client solution innovation practice.

**Sample Projects:**

- **T. Rowe Price - Enterprise Fulfillment Initiative:** Consolidated fulfillment vendors & facilities and created a digital production workflow for automated document publishing leveraging Supply Chain Council's SCORE framework
- **Armed Forces Benefits Association - Life Insurance:** enterprise-wide core business processes in ITO/OTR in multiple Lean Six Sigma projects reducing defects in bill payment services, military allotment, 1199 payroll deductions, credit card payments and claims
- **Capital One - Manage IT Portfolio Investments:** Establish corporate strategy linkage and project prioritization
- **Capital One - IT Risk Office:** Identify opportunities and regulatory risks in the assignment and termination of user access rights to the enterprise systems (COBIT)
- **T. Rowe Price - Marketing & Document Publishing:** Multiple Kaizen events reduced cycle time and established sustainable process capacity within Corporate Marketing Group and Document Publishing

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**Executive Director, 6FootMedia****2001 – Feb 2006**

Founded a New York City agency which planned and executed clients' digital initiatives and marketing communications (online and print). Engaged in all aspects of product management, strategy and branding for organizations in financial, healthcare and military industries.

**Sample Projects:**

- **Wachovia** - Developed custom sales tool and DAM solution for capital finance division reduced sales cycle time by 50%.
- **Water Tech** – Developed long term growth strategy and operational initiatives for a CPG manufacturer resulting in sales growth from \$500K to \$7M in 2 years.
- **Stoller & Bard Communications** - Developed a viral business platform which exceeded 300,000 loyal subscribers within 3 years
- **OddCast** - Developed a multimedia API for OddCast's virtual host service ([www.oddcast.com](http://www.oddcast.com)).
- **ECPnetwork** - Developed a viral marketing system which acts as a "match-maker" between patients and healthcare providers.
- **eLearning** - Lead a team of 8 developers and 3 designers in a cross-platform eLearning (LMS) solution.
- **6FootMedia Core Libraries** - Developed mapping platform and custom content management system (CMS).

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**Principal/Founder, Bergen Medical Imaging****1994 – 2001**

Founded a highly successful imaging center with \$8 million revenue and staff of sixteen marketing, operations and technical staff. Innovated healthcare modalities to compete with medical excellence centers and created custom bio-informatics tools (DICOM Telemedicine solutions, billing applications and facility management software). Facility became the largest independent diagnostic testing facility in the north east serving 600+ physicians and was ultimately sold to a VC firm.

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**Analyst, American Vision, Inc.****1992 – 1994**

Authored business plan and led a market study to analyze market potential and pricing sensitivity for consumer ophthalmic eye-care product in Israel. After a successful launch the company became the second largest distributor of contact lens cleaning devices in the market after Bausch & Lomb.

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**Head of Naval Simulation (Captain), Israeli Navy****1986 – 1992**

Directed the purchase, development and deployment of navy simulation systems for large-scale submarine and battle systems. Conducted branch-wide training courses for military personnel on the use of combat systems as part of the naval academy training program. Team leader and project manager with incremental responsibilities managing teams of up to 150 software developers and operations staff to design and deploy simulation systems. Responsible for feasibility studies and full project life-cycle management.

## SKILLS

**Business Process & Innovation:** Lean, Six Sigma Master Black Belt, TRIZ, Agile Scrum/XP, Organizational Design

### **Key: (1) Some knowledge (2) Advanced Knowledge, (3) Expert Knowledge**

**Multi-Media:** Photoshop(3), After Effects(3), Flash/AS3(2), Premiere(2), InDesign(2), 3D Studio Max(2)

**Business Tools:** Excel(3), PowerPoint(3), Visio(3), Microsoft Project(2)

**Traffic, Research & CMS:** DART(1), Google Analytics(3), AdWords(2), Vignette(1), Drupal(2), Omniture(1)

## EDUCATION

**Tel-Aviv University** , MBA, International Marketing

**State University of New York (SUNY)**, BS, Computer Sciences & Mathematics

## PREEMINENCE

**2011 Judge:** Process Excellence Awards, IQPC

**2008, 2009 Judge:** Global Six Sigma & Business Improvement Awards WCBF

## PUBLICATIONS & SPEAKING ENGAGEMENTS

Mar 2011 Panel Moderator	<b>“Video Anytime Anywhere: Video Across Platforms - Television, Internet and Mobile – Understanding the Value Proposition”</b> , Digital Hollywood, New York
Jan 2011 Feature Presentation	<b>“Dashboards, politics, egos &amp; analytics”</b> IQPC
Nov 2009 Keynote Address	<b>“The hidden factory in change management”</b> , Business Process Management Conference Series, Brainstorm, NY
Oct 2009 Feature Presentation	<b>“Using analytics to drive organizational and process change”</b> , WCBF, Orlando FL
Sep 2009 Keynote + Workshop	Keynote address: <b>“Balanced Scorecard &amp; Rapid Dashboard Prototyping in a time of Financial Crises”</b> and 4 Hr. Workshop <b>“Strategies to Creating a Sustainable Continuous Improvement Culture”</b> , IQPC Process Excellence Week, Chicago IL
Apr 2009 Feature Presentation	<b>“Creating A Portfolio of Projects: Taking a Holistic Wing-to-Wing Approach”</b> , 10 <sup>th</sup> Business Process Management Summit, Miami FL
Jan 2009 Feature Presentation	<b>“Driving change with Lean Six Sigma without alienating jargon”</b> , IQPC 10 <sup>th</sup> LSS & Process Improvement Summit, Orlando FL
Oct 2008 Feature Presentation	<b>“NBC Universal Case Study on Streamlining Sales Processes”</b> , WCBF 3 <sup>rd</sup> Annual Global Lean Six Sigma Summit, Orlando FL
Aug 2007 Discovery Session	<b>"Lost in Translation: Making Dollars into Sense"</b> ; Agile 2007 Conference, Washington DC
May 2007 Workshop:	<b>"Building an Effective Six Sigma Measurement System in Financial Services"</b> ; 4th Annual Six Sigma in Financial Services Conference, New York, NY, USA
Training	<b>T Rowe Price</b> “Process Excellence for Executives”, Owings Mills, MD (8/07) + Public sessions in Fairfax, VA (10/06), Capital One Executive Training, Richmond VA (5/07), GE/NBC IMLP/OMLP New York (12/07)

## OTHER/EXTRACURRICULAR

Glass blowing, photography, public speaking

## ACCOLADES

“Tiran is a man of total commitment who brings a fresh level of intellect and creativity to the group. The demands of my work require immediate attention to issues that need to be measured and quantified. Though Tiran's forte is long range strategic initiatives, he never fails to carve out quality time from his busy schedule to help. Tiran's approach, willingness to share his expertise and blunt solid assessments lead to speedy and successful outcomes. I always joke with him about being "scary smart" because his intuition and keen instincts always keep him on the threshold of discovery. I love working with him, and always look forward to the methodology and process of resolving obstacles and coming to conclusions. I know that when I get into a jam and have problems figuring something out, his fresh, creative ideas never fail to get me back on track.”

**Will J. Wright / Digital Production / NBC News**

“Tiran is without a doubt one of the most knowledgeable and effective process leaders I have had the privilege of working with. He can operate at both strategic and operational levels within a business unit and is equally comfortable in communicating with senior executives as well as junior managers to bring about measurable performance improvements. His ability to identify game changing opportunities and his confidence in putting together systems and processes to bring these opportunities to fruition truly sets him apart from many of his peers. It has been a true pleasure to work with him and I will always continue to seek him out for advice and guidance on how I can improve my organization. He is the absolute best in his field and I would jump at the chance to work with him again”.

**John Sabino/SVP, Commercial Operations & Excellence  
GE NBC Ad Sales**

“Tiran has proven to be an extremely valuable and versatile asset for our group. By applying his extensive Six Sigma, Lean, and Agile experience, he and his teams have introduced dramatic process improvements within the business. Tiran pushes himself to find the creative solution to a problem and then works tirelessly to see it implemented.”

**Vojin Gjaja/VP, Strategic Initiative & Analysis / GE NBC**

“Tiran is by far, one of the most engaging, hard-working individuals I've encountered in my media career. No job is too big or too small for TD, his leadership style, presence and acumen has helped my team get closer to our goals by leaps and bounds, and his expertise (Lean, Six Sigma, IT, Agile, etc.) is unmatched. Top qualities: Great Results, Personable, Expert”

**Christian Alicea/Director Digital Production Strategy  
GE NBC Universal .DotMedia**

“Tiran is simply one of the most brilliant people I have ever met, with an insatiable curiosity and an ability to routinely develop amazing solutions to long-standing problems. He is able to build incredibly complex mental models of technical systems and workflows while still retaining an intimate understanding for the way in which people actually live with the technology. It has truly been an inspiration to work with him.”

**Chris Lohmann/Federal Grant Finance  
U.S. Department of Energy**

“Tiran is a creative genius. He is a motivated team player that any company would be lucky to have on staff. If I wasn't running my business I would hire him to do so.”

**Guy Erlich/President / Water Tech Industries**

“Tiran is an industry expert who is able to ask the "right questions" to capture the needed information to identify opportunities to improve process. He drives projects forward and delivers applicable results.

**Jim Longenecker / VP Document Publishing  
T. Rowe Price**

“Tiran did an excellent job of using Lean/Six Sigma methods to drive several BPM initiatives through an organization that was not used to formal methodologies etc. His patience and willingness to share the "process" behind the work kept the enthusiasm up on the team. Top qualities: Great Results, Expert, High Integrity”

**Bob Bell / VP CIO / Armed Forces Benefit Association**

“Tiran is extremely personable, intelligent, and creative; a pleasure to work with; a true professional. He inspired me in a myriad of ways. Top qualities: Great Results, Personable, Creative”

**Rob Mendelson / Vice President / 5 Star Life Insurance Co.**

“Having worked with Tiran on a number of occasions across IQPC's Lean Six Sigma events I have been impressed not only by Tiran's continual depth of knowledge but also his ability to inspire those he works with. A huge advocate to the Lean Six Sigma field.”

**Megan James/Senior Conference Director / IQPC**

“Tiran is a great asset to any organization. He is skilled at quickly analyzing and understanding complex situations with a style that is adaptable to many different organizational cultures. This allows him the ability to bring clarity and sound advice on improving processes while building trusted relationships (which is evidenced by the fact that clients ask for him by name).”

**Ravi Changela / VP Corporate Accounting  
The Carlyle Group**

“Tiran was instrumental in leading a Lean initiative across the NBC Universal Ad Sales properties, with a mission of cutting out excess "churn" and thus improving on and "leaning" out television business processes. He facilitated the first of such events for USA and SCI FI and his facility to get buy-in and guide an initially somewhat skeptical group was extraordinary. His passion for his craft is also palpable. He is tireless toward reaching resolutions to difficult business problems, and has a style that is inclusive, and helps him and all those around him reach collective goals. I hope to work with Tiran again.”

**Katharine Bailey/Director Dow Jones Interactive  
News Corp**

“Tiran is one of the best technologists we ever worked with. He is super bright, fast and uses the right, extensible technologies to achieve the best solutions. I could not ask for a better technology and production partner!”

**Adi Sideman/Chief Executive Officer /OddCast Inc.**