

Stanley Holmes, Ph.D.
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Instruct future business leaders on how to succeed using economic and financial analysis tools

Career Summary

Over twenty years management experience in the telecom and software industries with specific competencies in:

Strategy Development	Technology Development	Financial Analysis	Sales
Product Design	Business Development	Marketing	Partnerships

Employment History

<p>TAMU-Commerce Adjunct Professor/Assistant Professional Track</p> <p>Lead undergraduate and graduate classes in Business Forecasting, Business Research and Finance for Texas A&M University at Commerce Texas. The majority of these classes are online courses that required expertise in web based instruction.</p>	<p>Sep. 2008 - Current</p>
<p>IMTEC, Argyle, Texas <u>Owner/Consultant</u></p> <p>Consulting sales and delivery to business clients and international USAID projects. I assist in the development of capital investment strategies and product marketing strategies that are tailored to specific cultural, technological and economic environments.</p>	<p>June 2005 – Aug. 2008</p>
<p>ORACLE CORPORATION, Redwood Shores, California <u>Vice President – Business Development</u></p> <p>I led a team that proposes complex Oracle solutions and applications to large wireline, wireless, CATV, network equipment manufacturers, Internet service providers and utilities. The team works directly with the field sales organization, partners and service integrators to effectively close business and provides vital input to the Oracle development organization to ensure appropriate product direction. My team enabled Oracle Communications and Utilities Verticals to be the fastest growing area in Oracle with over \$280 million in annual revenue and helped close many of Oracle's largest deals of over \$40 million.</p>	<p>Oct. 1996- June. 2005</p>
<p>TANDEM COMPUTERS INC., Cupertino, California <u>Director - Product Marketing and Management</u></p> <p>Led the development of advanced intelligent network (AIN) products and market strategy for Tandem Computers, initiated partnership agreements and presented Tandem's products to customers that generated over \$95 million.</p>	<p>Feb. 1994- Oct. 1996</p>
<p>K & M ENGINEERING AND CONSULTING CORPORATION, Washington, DC <u>Project Leader</u></p> <p>I established a communications consulting practice and led the development of a telecommunications service plan and memorandum of understanding for reform and privatization of the Egyptian Telephone Company for USAID. Closed four major consulting contracts for over \$8 million.</p>	<p>Mar. 1993 - Feb. 1994</p>
<p>GTE TELEPHONE OPERATIONS, Irving, Texas <u>AVP Marketing Services</u></p> <p>I developed market forecasts and technology research for new services, network evaluation plans and competitive analysis to achieve \$18 billion in network revenues. I managed the activities of 243 employees with a budget of \$13 million and a research budget of \$1.8 million.</p>	<p>1990 - Sept. 1993</p>

GTE TELEPHONE OPERATIONS, Irving, Texas

1988-1990

AVP Product Lines Strategy

Responsible for evaluating new product opportunities and developing product strategies including cost analysis, product implementation timing and pricing guidelines for use by product managers. Managed 55 employees with a \$4 million departmental budget.

- Standardized all products codes across GTE's 21 state serving area.
- Designed and implemented the GTE network service information system that provides product managers monthly costs, revenues, contribution margins and customer usage.
- Coordinated the centralized development of the first "GTE Telops Strategic Plan".

GTE TELEPHONE OPERATIONS, Stamford, Connecticut

1987 - 1988

AVP of Network Services Management

This position is responsible for providing guidance and support to establish standardized product definitions and price structures for \$12 billion in network services. I published the "Strategic Product Line Plan", "Network Repositioning Guidelines" and other plans that move GTE operating companies to a standard product line. I led a team of 230 company experts to create the first global product plan for GTE and developed a system for capturing customer usage to track \$15 billion in GTE annual revenues. I also led product portfolio management and market strategy formulation processes for \$12 billion in network service revenues.

GTE TELEPHONE OPERATIONS, Stamford, Connecticut

1987 - 1987

Network Service Economic Policy and Analysis Manager

Developed a new approach to marketing GTE network services in order to open wider markets and generate significantly more revenues by developing new services and pricing structures.

GTE NORTHWEST, Everett, Washington

1985 - 1987

Director - Revenue Planning

Managed 23 professionals responsible for rate case development, pricing policy and rate case filings. This includes providing advocacy testimony as an expert witness representing the company to five state regulatory commissions.

GTE NORTHWEST, Everett, Washington

1984 - 1985

Director - Network Planning

Managed 80 people responsible for designing future network plant and providing the business justification for making additional or replacement investment.

Education

Ph.D., Economics, Texas A&M University, College Station, Texas 1978

MS, Economics, East Texas State University, Commerce, Texas 1970

B.B.A., Finance, East Texas State University, Commerce Texas 1969

Teaching Experience

Oracle Corporation, Redwood Shores, California

1997-2000

Instructor – ROI and TCO Analysis for Sales Success

Led three seminars on Financial Analysis for Oracle Sales Professionals at the Oracle Corporation main campus. I developed financial models with the classes to demonstrate the financial benefits of Oracle software solutions versus other competitor's software.

IUPUI, Indianapolis, Indiana <u>Instructor- Managerial Accounting</u> Taught two classes of Intermediate Managerial Accounting at Indiana University-Purdue University Indianapolis (IUPUI) main campus. Special focus was placed on the influence of business perspective and accounting methods. Class size was approximately fifty students.	1983-1984
Texas A&M University, College Station, Texas <u>Instructor – Principles of Macro and Micro Economics</u> I led four classes of Macro and Micro Economics Principles with each class size averaging 60 students. Special focus was placed on the history of economic theory development and the neo-classical approach. The classes were conducted on the main campus at Texas A&M in College Station.	1976-1978
Texas A&M University, Commerce, Texas <u>Adjunct Instructor – Accounting, Economics and Finance</u> I taught online and live classes in Business Forecasting, Business Research Methods and Financial Markets and Money and Banking. Many of these classes were online and required the use of web based instruction methods.	2008-2010

Academic/Professional Awards//Special Recognitions

Type Of Award	Date	Award Sponsor
Passed Prelim Exams with Distinction	1978	Texas A&M Economics Department
Additional Major Field Beyond PhD requirements	1978	Texas A&M Economics Department
Special Recognition/Achievement Award	1997, 1998, 1999, 2000	Oracle Communications Sales, Oracle Service Industry Sales

Publications

“Communications Companies and CRM Solutions” – with John Rathbone, IEC Press, 2000
<u>Economics of 30 Counties in Northeast Texas</u> , East Texas State University, with Carol Adams, 1968-1970
<u>The Vertical Integration of Petroleum Firms in Economic Space</u> , Texas A&M University, 1978

Presentations/Speeches

Subject	Date	Organization/Location
Economics of Local Number Portability	1999	IEC LNP Workshop/ Washington, D.C.
Forecasting for Small and Mid-Sized Businesses	November, 2017	Commerce Chamber of Commerce/Commerce, Texas

Research/Grant Support

Subject	Date	Organization/Location
Research Fellowship – Transportation Economics	1977-78	Texas A&M University, College Station, TX
Economic Analysis of Los Pinos Winery - Consulting	2014	Los Pinos Winery/ Pittsburg, Texas
5 Year Economic Forecast for Winnsboro, Texas - Consulting	2016	Winnsboro Economic Development Corp./Winnsboro Texas

Memberships

Board Name	Position	Dates of Service
Snohomish County Institute of Mental Health	Member of Board of Directors	1987/ Everett, WA
Tech Bank	Member of Board of Directors (Technical Evaluation Committee)	1999-2000 Seattle, WA

Academic/Professional Organizations

Committee Name	Organization	Involvement
East Texas Chapter	Omicron Delta Epsilon	Charter Member

Expert Testimony in Legal Proceedings

Area of Expertise	Date of Testimony
“Economics of Wireless and Wire Line Telecommunication Network Infrastructure and Service”	FCC Policy Committee 9/1991
“Extended Area Service and Access Pricing for residential and business Customers”	Idaho PUC, 1986 Washington PUC, Oregon PUC 1985

Seminars Facilitated

Seminar Title	Date	Organization/Location
“Local Number Portability in Telecommunications”	1999	International Engineering Consortium/ Washington D.C.
Oracle Corporate Seminars “ROI and TCO Analysis for Sales Success”	1997 -2000	Oracle Corporation, Customer Visitation Center Presentations and Seminars

Foreign Languages

Language		X		X			
French							
Oral Fluency	Minimum	Moderate	Very Fluent	Written Fluency	Minimum	Moderate	Very Fluent