

# PHILIP M BAUGHN

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Corporate senior executive for two publicly-traded, multinational corporations; the nation's 25th largest State; a very successful high-tech start-up; and one of the country's largest design-build construction entities.

Proficient in the employment of technology as both a business and marketing tool to the front line and to the customer, and as a product and service offering itself. An expert in technology direction, marketing, implementation and oversight; strategic business, product and service direction and improvement; risk and cost reduction; and P&L improvement.

A hands-on leader who creates loyalty, trust and following. One who energizes people and teams, and causes cross-functional cooperation to occur. A self-starter and a proactive, entrepreneurial-oriented executive who leads by example and is effective working at all levels.

Expert in the areas of change leadership, ramp-up, turnaround, and problem correction. An excellent talent for identifying and resolving complex issues, quickly generating new growth, and putting into place the programs, policies, procedures, and mechanisms to remain on a track of continuous improvement.

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## KEY EXPERIENCE

Commonwealth of Kentucky [07-2009]

TrakPro Software, LLC [12-2002]

SCT Corporation (NYSE: SCTC, now SunGard Data Systems, Inc., private) [02-2001]

MarketStar Corporation (An Omnicom Group Company; NYSE: OMC) [02-1999]

James N. Gray Companies [01-1996]

Commonwealth's CIO

EVP, Product Strategy & CIO

VP, Marketing & Strategic Direction

Senior Vice President & CIO

Vice President & CIO

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## Commonwealth of Kentucky

The single point of contact and spokesperson for all matters related to information technology and resources, including policies, standard setting, deployment, strategic and tactical planning, acquisition, management and operations for the Commonwealth.

Responsible for the leadership and policy direction for all aspects of information technology; for enhancing service to customers and making government more accessible to the public; for oversight of large-scale and enterprise systems or projects, ensuring they protect the Commonwealth's investment and provide appropriate integration with existing or planned systems; for enterprise-wide planning, investment, protection and direction for IT to ensure the quality, security and integrity of state business operations while maintaining privacy to the citizens; and providing an efficient and effective IT infrastructure to support emergency and data center operations, voice, data and video communications, application development, data administration, computer and data communications, and end-user and customer support services and project approval.

- Corrected the basic financial and consolidation models by which technology is funded and supplied to incent greater economies of scale and more complete participation in the critical mass of technical possibilities available.
- Heavily concentrated on technology-based risk management and corrections given the Commonwealth's position as the custodian of a wealth of personal, commercial, sensitive and private information.
- Implemented the strategy toward enterprise-wide data standardization, sharing and consolidation; and the benefits of modular builds and reuse.
- Shifted operations to a business-like operational environment, including improvements in customer service and relationship management, communications, marketing, billings, and new product and service offerings to aid smaller and underfunded agencies through very difficult economic times.

## TrakPro Software

An early innovator in the GPS vehicle tracking and remote asset management arena, this was a technology start-up in 2002.

TrakPro Software designs, develops and markets high-end fleet and asset management solutions. TrakPro Software allows companies to better respond to customer issues, improve billings and reduce costs through improved staff and asset oversight, and to dramatically reduce risk.

- Led the corporate start-up, product concept and design, internal and external systems design and oversight.
- Full P&L and administrative responsibility.
- Grew and established the technology mechanisms to oversee and coordinate TrakPro Software's presence to 85 points of representation within 3 channels across the US within the 1st 2 years.

### **SCT Corporation**

SCT's Government entity (NYSE: SCTC) provided outsourced IT management (CIO and staffing) to fully operate State and Local Government IT departments. Additionally, SCT developed specialty software used by the majority of the courts systems in the US, fund accounting and not-for-profit management software, and software to manage many elements of higher education institutions world-wide. SCT was partially acquired by Affiliated Computer Services (NYSE: ACS) in 2002, and also by SunGard Data Systems (now private). SCT's products were 100% technology-based.

- Designed and led the change efforts in strategic business, product, and service direction. Also responsible for leadership of all other aspects of Marketing (marcom, telemarketing, IP, business development, partnerships, M&A, research, etc.).
- SCT is defined by its technology products and services, which had become stale and uncompetitive. I led the transformation to renew and revamp these products and services and to reignite the industry about them.

### **MarketStar Corporation**

MarketStar, an Omnicom Group (NYSE: OMC) company, is a 22,000 employee (4,000 US-based), 15 country, field marketing services company, providing everything from strategic product design and placement services to in-store new product training, merchandising, and inbound call-centers. It also provides statistical analysis of sell-through data from stores and is the web-host, service provider and developer for many major companies sites. MarketStar's customers included IBM, HP, Motorola, Sony-Ericson, Whirlpool and a large collection of the Who's Who in the technical and consumer products world.

- Served as the CIO and implemented many key changes; including bringing virtual, real-time world-wide collaboration and operational management from an IT perspective, and the introduction of a Project Management Office into the company. Initiated cross-functional teams to address technology issues from a business perspective.
- Played a key role in expanding the company's efforts into 13 European countries and Mainland China.
- Steering Committee member which positioned the company for either an IPO or acquisition. The Omnicom Group acquired the company in February, 2000 as a result.

### **James N. Gray**

Gray was the 32nd largest Design-Build General Contractor in the US (per ENR); offering Architecture, Engineering, and Construction disciplines in-house. Gray specialized in medium industrial but also performed process and commercial work.

- Restructured Information Technologies (IS, Telecommunications, Research Library & Archives) to align with the strategic business future and processes of the company. Touched and improved nearly all business practices throughout the company, including one of the first Internet-based Project Management & Collaboration systems ever placed into service (designed & built in-house).
- Led the ISO 9001 certification effort as a method to better the business process and consistency of product, while also providing another business differentiator to keep margins high during competition.
- Responsible for Gray's first strategic plan. Results included business and risk improvements through technology initiatives and business restructuring.

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### **EDUCATION**

B.S. Business Administration  
Florida State University  
*Dual Majors: Finance, Pre-Law Minor: Accounting*

## **Current Boards & Commissions**

- Kentucky e-Health Network Governing Board
- Kentucky Telehealth Network Board
- Kentucky State Archives and Records Commission
- Kentucky Geographic Information Advisory Council (Chair)
- Kentucky Commonwealth Technology Council (Chair)
- Beaumont Residential Association Board
- Kentucky's HAVA (Help America Vote Act) Advisory Committee