

# Robert J. Gerlach II

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## Senior-Level Business Applications Advisor

*Full Life Cycle Project Management – Value-added Business Solutions – Change Management*

- **Strategic & Tactical Planning**
- **Project Management**
- **SharePoint Development**
- **Business-driven Technology**
- **Change Management**
- **Highly Creative**
- **Cross-Team Collaboration**
- **Former QDM Coach**
- **Website Development**
- **C-Level Presentation Development**
- **Business-driven Technology**

Analytical, highly adaptable, organized and very creative Senior-level business applications advisor with repeated success guiding corporate business strategy with established and emerging technologies to achieve maximum operational impacts with minimum resource expenditures. Proven ability analyzing, tracking, and managing, cross OpCo projects. Expert presenter.

*ePDSM, Microsoft Office Suite, SharePoint, iRise Studio, SnagIt, Visio, WinZip, Acrobat and Photoshop*

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## PROFESSIONAL EXPERIENCE

**FEDEX SERVICES - Coraopolis, PA** 2011-Present  
***Change Manager / Project Manager / Business Applications Advisor - FedEx Services***

- Manage all FXG production changes through Change Management and Change Advisory Board (CAB) leveraging ePDSM.
- Ensure SDLC deliverables are met on time, under budget and within compliance controls by collaborating with internal business partners to gather, document, and test data applications related to business and/or software requirements.
- Determine project scope and software/hardware requirement complexity by gathering information from multiple sources and independently sort medium to high complexity business issues and recommend appropriate direction.
- Promote optimal IT functionality and efficiency through analysis of business processes and utilization of data to implement software deliverables.
- Facilitate and manage new software installation projects and provide awareness by providing training materials (job aids) related to IT Services.
- Developed a quarterly ITSS Insider Newsletter Edition (print and electronic) for the FedEx Services Project Management Organization (PMO) to provide a portable way for personnel to stay connected and receive relevant company information.

**THERMO FISHER SCIENTIFIC - Pittsburgh, PA**

2008-2011

***Web Information Architect - Enterprise eBusiness (Customer Channels Group)***

- Reduced SLDC cost and turnaround time and ensured all system requirements were met by developing IA/UX and conducting UAT for \$1B e-commerce FisherSci.com website.
- Ensured understanding of new functions for a website or software interface by means of implementing high-level business requirements, detailed functional requirements, technical specifications, and use cases.
- Lead globalization/localization of www.fishersci.com for overseas India and China standup e-commerce sites.

**AMERICA EAGLE / ARMSTRONG CABLE - Pittsburgh, PA**

2008-2008

***Technical Consultant - Corporate Web Development***

- Developed and performed regular maintenance to AGOC websites; supported portals utilizing ASP.net and HTML in an advisory role.
- Reported new web technology developments to IT and engineering departments; worked with .Net platforms.

**TIME WARNER CABLE / ADELPHIA CABLE - Coudersport, PA**

2000-2007

***Project Manager / Lead Programmer Analyst***

- Recruited as Web Design Specialist by Adelphia Communications in 2000 to bring in-house all outsourced web publications and regain control of proprietary code for financial and efficiency reasons.
- Ensured functionality of new sites and attainment of desired specifications by collaborating closely with external consultants during transition and website set-up.
- Streamlined process efficiency by removing external players to enable Adelphia's separate business units to make modifications directly in-house.
- Coordinated with C-level leaders, board members, engineering, and IT on day-to-day website issues including annual management seminars, daily bugs and help tickets, and quarterly investor relations calls.
- Ensured ABS data and accounts migrated over to TBS platform by assisting in transfer from Adelphia Business Solutions to Telco Business Solutions.
- Recruited junior developers and college interns to grow Web Development office to a staff of 14 programmers and designers, including five direct reports.
- Improved website, specifically customer needs, online billing based on zip code, product sales, and services menu; supported, at peak, 50 million hits per month, from 8 million in 2000.
- Recognized for "knowledge of jargon" and ability to work directly with engineering and IT on all projects.

- Worked with HBO, Cinemax, Showtime, Disney, and advertising agency Olgivy & Mather on migration issues and imagery content, ensuring compatibility during market promotions.
- Improved promotional efforts by providing cable subscribers with fresh media, content, and premium cable channel materials such as sweepstakes, prizes, and free movie options.
- Ensured on time website development by facilitating weekly Internet status meetings involving inner-departmental management to determine action items and new product development.
- Recruited for Lead Programmer Analyst position by Time Warner Cable due to in-depth knowledge of Adelphia’s “footprint.”
- Migrated 5.3 million customers from 32 states from Adelphia (adelphia.com) to Time Warner systems (timewarnercable.com) including billing systems, zip codes, emails, and profiling data.
- Optimized web usage among subscribers and customers by analyzing web trafficking software to produce Time Warner Cable’s Internet/Intranet site reports.

### **ADDITIONAL EXPERIENCE**

<b>Technical Writer / Web Designer</b> NLYNX SYSTEMS, INC., Austin, TX	1999 to 2000
<b>US Marketing Coordinator</b> RINGDALE, INC., Austin, TX	1998 to 1999
<b>Communications Specialist</b> FUSA CAPITAL CORP., Austin, Texas	1995 to 1997

### **EDUCATION AND CERTIFICATIONS**

<b>Bachelor of Arts Degree in Communications</b> SLIPPERY ROCK UNIVERSITY, Slippery Rock, PA	<b>1995</b>
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### **AWARDS**

• FedEx IT Quality Excellence Award	2020
• FedEx Bravo Zulu Award 20-plus Time Recipient	2011 to Present
• Time Warner Cable IT Merit Award	2007
• Copyright “Life of Bobbin” Cartoon Series	1995
• Best Collegiate Cartoonist in US by SCJ national	1995
• 3 <sup>rd</sup> Best Collegiate in US Cartoonist by SCJ Nationa	1994