

Barbara Lancaster
Westport, ON, Canada +1 343 261 6044

A highly skilled executive with significant experience in the telecommunications and information technology industries. A passionate seeker of the better way, with significant success in bringing people together to meet, and exceed, project goals.

A strong background in corporate strategy, business operations planning and execution, sales, sales management, customer service, software application requirements definition, systems operations, business process optimization, all earned firsthand working with more than 40 companies worldwide.

A proven leader with extensive practical experience and a track record of success in:

- Building high performing teams in business operations, IT operations and sales
- Initiating and driving major transformation programs
- Improving productivity, quality, customer orientation and cost-effective business operations
- Working closely with start-ups to translate the founders' vision and passion into strategies and well-defined tactical plans
- Improving speed to market and speed to sale for technology companies by aligning market messaging and features/functions with customer needs
- Working closely with Private Equity and Venture Capital groups to provide technical due diligence and management evaluations to support investment decisions
- Providing Expert Witness services, helping to resolve disputes, including those regarding failed IT projects, contract performance, and patent infringement through careful analysis, detailed research and an expert ability to convey complex ideas in a straightforward manner understood by non-experts.
- Working closely with executives and Boards

This solid experience is supported by:

- Excellent communication and leadership skills
- Expert use of business process modeling tools, user-centered requirements definition, and other productivity enhancing methodologies
- The ability to set performance targets, aligned with corporate goals, and collaboratively coach and manage teams to achieve them
- The ability to relate to and work with people at all levels in a company building long lasting relationships
- The ability to generate innovative yet pragmatic solutions to business problems
- A passion to make a positive difference in my community of friends, family, colleagues and customers

CAREER SUMMARY

Managing Partner, Business Optimization, Parallel Planet

Customer Solutions Director, Kansys

Vice President Lighthouse Engagement, TMForum

Vice President Major Accounts and Global Sales Operations, Metrtech Corp.

President and co-founder, LTC International Inc. a business process and profit optimization specialist consultancy in the telecoms and IT industry

General Manager, IT and Operations, of \$1.5 Billion LOB, Bell Sygma (the IT and Business Operations arm of Bell Canada)

Director and Vice President Sales, Asia Pacific, Bell Canada International, responsible for sales, staffing, and program operations oversight of two joint venture start up communications providers

Prior to 1991: Variety of positions with ever increasing responsibility at Bell Canada in Customer Care, Product Management and OSS/BSS application design, build and operations.

FORMAL QUALIFICATIONS

Business Administration, Algonquin College of Applied Arts and Technology

Executive Development Program, Niagara Institute, Centre for Creative Leadership

Advanced Consulting Skills Program, COBA M.I.D., Boston

User Centered Requirements Analysis, Dr. James Martin

Member IEEE

BOARD EXPERIENCE

Metroplex Technology Business Council (MTBC),

An active member of the North Texas MTBC (now known as Tech Titans), I was invited to join the Board with a mandate of chairing a new Committee focused on Innovation.

- North Texas is home to a large number of technology corporations and their interests help shape many of the MTBC's programs.
- The Innovation Committee worked closely with members including Raytheon, Texas Instruments, Ericsson US, AT&T, to develop, launch and manage a highly successful matching program, bringing together 'seeker' companies and local start-ups to address a technology challenge.

I also co-founded and chaired the Cloud Computing Special Interest Group, focused in ensuring North Texas was well-placed to participate in the rapid expansion of data centers to meet burgeoning compute resource requirements.

Richardson Economic Development (RED) Council

My responsibilities within the Council focused on recommending investment priorities. I worked closely with major local corporations to ensure that we understood their growth plans, hiring requirements and real estate needs.

Metratech Corp.

Work closely with the CEO , CMO and Venture Capital funders on a comprehensive program designed to equip the entire company for successful growth. The program included setting a new corporate strategy, reinforcing company values, inter-team cooperation and shared objectives underpinned with tightly aligned performance bonuses.

Successfully positioned the company for acquisition by Ericsson in October 2014 through a series of highly targeted proofs of concept, joint customer calls and knowledge transfer to the Ericsson product managers and executives.

DIVE ONTARIO

An active member of the Springboard and Platform diving community, and member of the Board of the Nepean-Ottawa Diving Club, I joined the Ontario provincial board with a mandate to liaise with Dive Canada.

Successfully led the Events Committee in hosting a Canadian National Diving Championship. In addition to handling all aspects of organizing and managing the week-long event, our focus on fund-raising resulted in a net profit.