ecomp CONSULTANTS
INFORMATION TECHNOLOGY & PATENT LITIGATION
TELECOMMUNICATIONS ▪ INTERNET ▪ EFORENSICS

Marc Reid, CPA, CGMA

301 W. Platt St. #365 ■ Tampa, FL 33606 ■ (844) 203-2667 ■ mreid@ecompconsultants.com

Marc Reid has over 30 years of experience in information technology consulting and financial management. Mr. Reid has been employed in IT management consulting and public accounting with several of the "Big 4" consulting firms. He has experience in multiple industries including financial services, healthcare, government, telecommunications, managed services, energy and utilities, and manufacturing. Mr. Reid has provided consulting services in information technology planning, design and implementation, ecommerce, systems development and configuration, IT strategy, and IT program and project management.

Mr. Reid is a Certified Public Accountant with Bachelor of Economics and Masters of Accounting Science degrees from the University of Illinois at Urbana-Champaign. Mr. Reid has been a testifying and consulting expert for multiple cases including patent infringement, damage calculation development, contract disputes, theft of trade secrets, and copyright infringement.

Professional Summary

Consulting and Financial Management	34 years	IT planning, design, development, configuration, and implementation including mobile data (cellular and private network), call center and contact management; electronic trading; payment processing including mobile applications; e-commerce and e-marketing; ERP (SAP, PeopleSoft and JD Edwards), SaaS and PaaS; GIS (Esri ArcGIS); EDI, mobile workforce management; CRM (Siebel, MS Dynamics and salesforce.com), IT Service Management (ServiceNow and BMC Remedy); IT audit and IV&V; software license management; business process transformation; and IT project and program management
Audit	3 years	Auditing experience in manufacturing, government, retail, financial services, and real estate.

Education, Licensure, and Certifications:

MAS – Master of Accounting Science	1986	University of Illinois Urbana - Champaign
BA – Bachelor of Arts, Economics	1983	University of Illinois Urbana – Champaign
Certified Public Accountant	1987	State of Florida
Chartered Global Management Accountant	2011	American Institute of CPAs
ITIL v3 2011 Foundations	2012	Loyalist Certification Services
Professional Scrum Master (PSM 1)	2018	Scrum.org

Professional Experience:

2009 to Present **Senior Consultant**
eComp Consultants ***Tampa, FL***

Provide technology expert consulting for software development and implementation, eCommerce, internet, and large program and project management and litigation support for:

- Patent and copyright infringement litigation support including identifying prior art and validity/invalidity and infringement/non-infringement analyses
- Contract disputes and breach of contract

- Software licensing and license infringement
- Theft of trade secrets
- IT Audit
- Professional services disputes including project and program management and independent verification and validation
- Other intellectual property disputes
- Damage assessment
- Expert witness report development and testimony as required

2001 to Present **Managing Director**
VineStreet Financial LLC ***Tampa, FL***

Consulting to client companies in multiple industries. Services include assisting clients with information technology planning, design, development, configuration, and implementation; IT service management; program and project management; contract management; systems analysis; and IT strategy.

- Leading enterprise-wide ITSM solution (ServiceNow) and eCommerce payment processing platform implementation for a large government organization. Implementation also includes customer relationship and field service management to support utility and customer contact functions for the organization. Project includes a mapping component supported by Esri ArcGIS. Implementation also includes software asset management including license compliance. Project includes integrating the solution with independent systems such as GIS, work order management (WOM), and enterprise asset management (EAM) systems. Project also includes integrating the platform with an MS Azure cloud-based data warehouse as part of implementing enterprise performance management and supporting business intelligence tools.
- Led IT technology strategy project for a large Florida county government including developing a roadmap to transform the organization's technology architecture and implement cloud-based applications. Project included assessing enterprise data management strategy and use of business intelligence and enterprise performance management tools.
- Led a project to assist in contract negotiation for a ServiceNow implementation. Also developed implementation plan and justification for full ServiceNow IT Service Management (ITSM) implementation including process and organizational changes necessary for success.
- Consulted to a large managed services provider to implement a new enterprise cloud-based service management system (ServiceNow). Project included working to improve the company's self-service provisioning capabilities and other customer service capabilities such as pay-per-use billing. Project also included establishing MS SPLA compliance procedures and license management processes.
- Consulted to a provider of medical equipment management services including improving operational processes and implementing an enterprise cloud-based service and asset management system (ServiceNow). Project included significant customer contact center process and technology improvements, also including mobile field workforce management. Project also included software license management and compliance.
- Consulted to companies establishing eCommerce websites including assisting in business model development as well as in negotiating license terms including pricing and other terms and conditions. Consulted to companies hosting Microsoft applications about implementing SPLA compliance processes.
- Consulted to companies and government agencies in improving call center operations and supporting systems.
- Consulted to companies on projects to implement CRM systems including MS Dynamics and salesforce.com.

- Consulted to mobile payment processing development and implementation project and assisted in identifying application vendors and selecting solution.
- Served as Deputy Program Manager for a contract to provide the DoD with small form factor highly capable portable data centers for forward-deployed personnel.
- Provided IT service management consulting services to large Government organizations including the US Treasury and the US Department of Defense. Services include program and project management, IT service management process design and implementation (ITIL v3 2011), IT strategy services, enterprise performance management, organizational transition, configuration management, and information system assessment, design and implementation.
- Conducted Independent Verification and Validation reviews of several software development projects.
- Consulted to project to develop functional and technical requirements (including interfaces to legacy systems) for an ERP system for a large government agency. Project included developing the RFP and assisting in the vendor selection.
- Managed projects to develop document redaction and electronic filing requirements, perform software vendor selections and implement the selected software for a large Florida Clerk of Court. Project included assessing capabilities of existing IT infrastructure to support new applications as well as developing interfaces to the new case management system.
- Calculated damages for client in support of several construction-related litigations. Calculations included developing damages due to job costs incurred and lost profits, which included allocating costs among multiple jobs and defending the allocations.
- Led complete reorganization of a healthcare company including reengineering finance and performance management, contract management, human resources, and operations processes. Project included acquiring new CRM and workflow management technologies and managing their implementations.
- Led project for a consortium of large Japanese utilities to conduct a strategic review of the status of the utility industry in the U.S., identify current market leaders, and predict trends in the industry. The overall objective was to identify potential acquisition targets and their competitors.

1999 to 2001 **Senior Manager, Director**
Capgemini ***Tampa, FL***

Consulted to companies and government agencies as part of the global energy and utilities practice. Possess international experience in Western Europe.

- Led project to develop a new B2B ecommerce exchange for MRO supplies in the utility industry. Managed the implementation of software for connecting the suppliers and buyers to the exchange including incorporating appropriate EDI standards.
- Led project to implement Siebel CRM at large energy company. Project included vendor evaluation and schedule, and subsequent implementation.
- Managed a project to assist a utility in developing a business case and financial model for adding a fiber optic telecommunications network to its transmission and distribution networks. Analysis included simulations of multiple network configurations and financial modeling of various implementation scenarios.
- Led team that developed a global service offering for mergers and acquisition support and post-merger integration in the energy, utility and telecommunications industries. Experienced in post-merger integration of business processes and technologies.

1997 to 1999 **Senior Manager**
Accenture ***Tampa, FL***

Led consulting teams in the finance and performance management and process transformation disciplines.

- Managed project to implement SAP supply chain modules including ABAP development at a large Ohio manufacturer. Project included transforming supply chain processes to improve efficiency and significantly reduce materials acquisition and carrying costs.
- Led a project to implement ERP finance and accounting modules (PeopleSoft) for a $9 billion Illinois corporation. Project included managing interface development with certain legacy systems that remained after the implementation. Project included implementing an enterprise performance management process and supporting technology.

1994 to 1997 **Senior Manager**
Utility Partners, (1991 to 1993 with predecessor) ***Tampa, FL***

Led the workforce management and optimization consulting practice for this software developer and consulting services provider with responsibility for selling and delivering technology consulting services.

- Led project to improve customer service for a $1 billion corporation in the Southwestern U.S. through improved technologies and processes. Project included developing and implementing (in-house) sales force automation capabilities (including point-of-sale capabilities with laptops), and implementing mobile field workforce dispatch and management capabilities.
- Led several mobile field workforce management development, configuration and management projects. Projects included implementing wireless mobile scheduling, dispatch and as-built capture capabilities.

1993 to 1994 ***Manager***
1986 to 1989 ***PricewaterhouseCoopers*** ***Tampa, FL***

Provided consulting services to financial services companies and government agencies as part of the Business Process Transformation practice. Began career with the firm as an auditor for public and private companies, and government agencies.

- Directed project to reengineer credit card and travelers checks processing for a major division of one of the world's largest money center banks. Project included integrating disparate international processes and systems into a unified, global operation capable of greatly increased transaction volumes. Technology leveraged included CompuServe (including X25 EDI standards) for credit card processing.
- Consulted to a project to implement new dispatching system for an aviation services company to help manage MRO parts supply chain and improve cost data capture.

1989 to 1991 **Controller**
Pharmacy Management Services, Inc. ***Tampa, FL***

As Controller of this pharmacy benefits manager, directed all aspects of treasury, SEC reporting, accounting, billing and collections, funds investment, bank and lease financing, and supporting accounting systems. Led successful conversion from legacy accounting system to new JD Edwards application suite.