

Vince Cavasin

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Objective

I strive to help clients discover innovative, realistic, ethical solutions to their most difficult business challenges, and to provide guidance in implementing—and measuring the success of—these solutions. To date I have focused on corporate strategy, leadership, and ethics, primarily in the consumer and industrial products and services industries.

Career Summary

Over the course of more than 14 years working in a variety of industries and capacities, I've accumulated a broad range of skills in many areas of leadership and management. Accomplishment highlights include:

- **Entrepreneurship:** helped build Morningstar Consulting Group (MCG) from an idea to a three-person, \$700k annual revenue firm in less than one year.
- **Strategic vision:** led project teams on eBusiness strategy engagements at numerous Fortune 500 companies in various industries while working for DiamondCluster International (DCI) and MCG; was instrumental in setting architectural direction for Hewlett-Packard's (HP's) Itanium-based Superdome servers as part of their High Performance Computing (HPC) division's strategic product planning team; drove effort to institute Return On Investment (ROI) analysis for development projects at the HPC division, resulting in more than \$25M in cost avoidance in the first year of implementation alone.
- **Operational efficiency:** instituted knowledge management program for HP's HPC division, which effectively simplified marketing library maintenance efforts by 70%.
- **Communication:** authored/co-authored numerous books, articles, and training workshops; facilitated various training and ideation workshops; received Society for Technical Communication's national best of show award for the *Exemplar Programming Guide*.

Specific positions and responsibilities:

5/2002- Present: **Partner, Morningstar Consulting Group, LLC**

- **Firm operations:** lead all marketing efforts, including management of online/print literature vendors; create or manage creation of all web, marketing, and PR content; act as marketing content manager and press liaison.
- **Business development:** key contributor to sales effort resulting in \$600k automotive eBusiness Strategy engagement, as well as other sales efforts.
- **Firm strategy:** primary architect of firm's Business Philosophy™ practice.
- **Intellectual property:** most active firm partner in generating points of view and articles for publication; act as editor for materials generated by others.
- **Client work:** fill various leadership, facilitation, relationship management, and deliverable creation roles for firm clients; see appendix for details.

1/2002-3/2002: Independent consultant: assisted a subsidiary of a Fortune 100 industrial products company with turnaround efforts for a struggling Internet-based product offering.

9/1999-1/2002: Consultant, DiamondCluster International, Inc: led consulting teams in delivery of a broad range of services for a variety of clients in the Retail, Industrial Products, Financial Services, Telecommunication, and Business Services industries; see appendix for details.

8/1995-8/1997: Strategic Product Planner, Hewlett-Packard Company: worked closely with top divisional management to set strategic direction for HP's high-end computing platforms, including the architectural direction of HP's recently-released Integrity Superdome Itanium-based server.

8/1990-8/1995: User Education Team Lead, Hewlett-Packard Company: led a team responsible for producing educational materials for programmers of supercomputer applications; led effort to create Development Software user education strategy; was appointed to editorial board.

Career Details

Refer to the attached appendix.

Education

- 12/2002** **Colorado State University**, Fort Collins, Colorado
Business Ethics Certificate
- 12/2001** **University of Texas at Austin**, Austin, Texas
Attended fall-semester Poetry, Fiction, and Philosophy workshops for personal enrichment
- 4/1999** **University of Texas at Austin**, Austin, Texas
Master's in Business Administration with a focus on Business Ethics
- 4/1990** **Eastern Michigan University**, Ypsilanti, Michigan
Bachelor of Science, Cum Laude
Majors: Computer Science and Written Communications; Minor: Mathematics

Publications

[Business ethics: How to build real values into your business.](#) detroit, volume 25, number 12 (December 2003).

[\(off the mic\): The Ann Arbor Poetry Slam Anthology.](#) (Contributor.) [The Wordsmith Press](#), 2003.

[On becoming a great leader.](#) detroit, volume 25, number 8 (August 2003).

[Wireless Banking: Extending The Conversation.](#) (Coauthor with Kevin Grieve.) DiamondCluster Digital Bit, August, 2001.

Managing and Using Information Systems. (Contributor.) John Wiley & Sons, Inc., 2001.

[Texas Business Weekly. Technology columnist](#), 1998.

Exemplar Programming Guide. Hewlett-Packard, 1994.

Interests and Extracurriculars

APLAUDD: Art for Public Life And Urban Development in Detroit: Founder, Chairman, and CEO. Visit www.aplaud.org for more information.

Ann Arbor Poetry Slam: member, contest judge, editor, marketing/ethics consultant, and production volunteer. Visit www.a2slam.com for more information.

Oakland University: part-time lecturer teaching *Government Information Systems* in the Master's in Public Administration program, from 1/2004 to present.

Hobbies: include writing (poetry and just about everything else), reading, playing guitar, appreciating art, cooking, collecting wine, studying technology trends and their sociological effects, and travel.

References and Samples

Business, academic, and personal references are available upon request, as are examples of my business, academic, and personal writing. For some examples of my business writing, please visit www.mscgi.net; I created nearly all the content on this site.

Career Details

Major accomplishments while at Morningstar Consulting Group:

- For the U.S. subsidiary of a major European luxury automobile company, I led a team of clients and consultants from partner firms in the investment analysis of six separate eBusiness initiatives. Deliverables included high-level executive briefings as well as detailed business cases, financial models, and requirements documents. Two of the six initiatives are currently being pursued, with the rest slotted for consideration later in the 2004 fiscal year.
- For the IT Services subsidiary of a Fortune 500 Industrial Equipment Manufacturer, I performed an analysis of potential investors to fund divestiture of the subsidiary into a non-proprietary service provider.
- For the U.S. importer of several European automobile brands, I led teams of clients through both an IT spending analysis and an eBusiness Initiative change analysis. The outputs of these projects form the basis for an ongoing eBusiness change effort underway at the company.

Major accomplishments while at DiamondCluster International (DCI):

- For an \$8 billion agricultural equipment manufacturer, I led various teams that helped define the strategy for an innovative Internet-based portal and metamarket targeting all members of the agribusiness community. Specific responsibilities included facilitating concept ideation, managing market and competitive analysis efforts, projecting customer adoption rates and revenue growth, managing product definition teams, and acting as the primary author of the business plan.
- For the same client, I played a key role in bringing the site to market. Specific responsibilities included managing the multidisciplinary client team effort to define both the limited-scope demo site and the fully-functional production site; managing use case and business requirement generation and their subsequent translation into technical requirements; managing many aspects of the demo release including development of training materials and analysis of participant feedback; managing the team that analyzed the site's value proposition and business model; and contributing significantly to product positioning and marketing strategy efforts.
- For a venture capital investment fund, I worked with a small team to identify investment opportunities in the communications infrastructure value chain.
- For a Fortune 500 business data management provider, I worked with DCI's CEO to sell an engagement in which I managed client resources in the creation of a strategy for an Internet-based e-commerce engine. I was also the primary author of the resulting concept proposal.
- Typically in parallel with client obligations, I contributed to a number of intellectual capital and service offering development efforts, including:
 - DCI's Retail Banking Point of View
 - An analysis of wireless opportunities in private banking
 - A service offering intended to drive customer adoption of the Internet in Financial Services
- I worked with the executive leadership team to investigate and evaluate eBusiness incubators, producing a report that was instrumental in bringing about the creation of DCI's Capital Management subsidiary.
- When I first arrived at DCI, I was selected as the first Associate-level assistant to the CEO.

Major accomplishments at Hewlett-Packard's (HP's) High Performance Computing (HPC) division:

- Drove an effort to institute Return On Investment (ROI) analysis for development projects in the strategic product planning group by proposing and implementing the performance benchmarking component of ROI analysis; this effort improved predictions of future competitiveness and, in its first year of implementation, was the primary factor contributing to the elimination of a -\$25 million ROI hardware project.
- Enabled numerous multimillion-dollar server sales by specifying the purchase of a \$250k competitive system in order to discover its weaknesses and learn to compete against it. HP continued to upgrade, maintain, and benefit from this system for more than three years after my departure.
- Initiated a knowledge management program for the HPC division, which included transforming the paper-based marketing library into an electronically-based resource, thereby improving accessibility for the entire staff and reducing maintenance efforts by 70%.
- Led a project to develop a user education strategy for the entire Development Software group and communicated the strategy to upper management and to industry partners.
- Wrote the national-award-winning *Exemplar Programming Guide*, the lead document for a radically new supercomputer architecture, which saw extensive use as a user education tool, as technical marketing collateral, and even as a textbook in graduate-level programming classes at various universities.
- Was appointed to the documentation group's editorial board, which interacted with HPC executives as well as HP developers, partners, and customers to both set strategic direction for all HPC documentation and ensure that current and near-term projects met stakeholder needs.
- Led a four-person team of writers in the development of C, Fortran and Scientific Library documentation as well as related books, all intended for an audience of engineers and scientists.

Other major professional highlights:

- During a business school internship at A.T. Kearney, while staffed with a \$3 billion Unix workstation manufacturer, I helped program manage the creation of a Microsoft Windows NT workstation business unit. In conjunction with my management responsibilities, I developed the *RAD Team Process Guide* for use both as a project training tool and as intellectual capital for the firm.
- At Hewlett-Packard, I developed several text-processing software packages in order to streamline the document creation process. For example, I developed new programs that allowed one common content source to be used for multiple online and print documents, automating a previously manual process and reducing production time by more than 50%. I also developed numerous file format translation tools that were used to migrate documents (the specific formats were Framemaker, Ventura Publisher, and Unix TROFF; I developed software to convert content from each of these storage formats to the other two).
- At Hewlett-Packard, my work with various compilers and mathematical libraries became an integral part of the software testing process, evolving to include feedback channels to the appropriate software development teams.
- I began my career as a technical writer for Detroit-based DynaPath Systems, Inc., a maker of computer controllers for industrial machine tools, where I planned and wrote documentation sets and developed test and example programs in both industry-standard and DynaPath-proprietary programming languages.

Non-career-related highlights:

- In November 2003 I founded APLAUDD: Art for Public Life and Urban Development in Detroit, a group dedicated to promoting public art in Detroit by creating a dialog between area artists and art lovers and the various city departments upon which they rely for approval and support.
- Since August 2003 I have provided pro-bono marketing consulting services to Detroit-area artist Matthew Loflin Davis.