

BENJAMIN V. LUCIER

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SUMMARY

Senior IT/telecom leader with more than eighteen years of strong technical, people, and IT management knowledge invested within Internet, telecommunications and managed services organizations. Expert communicator and high energy motivator, with strategic and tactical, in-the-trenches operational, sales and marketing experience of computer, network, webhosting, VoIP, Broadband, and Social Media technologies.

SKILLS

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|-----------------------|--------------------|--------------------|------------------------|
| ▪ Customer Service | ▪ MySQL | ▪ TCP/IP, DNS, FTP | ▪ DirectAdmin / cPanel |
| ▪ Project Management | ▪ PHP | ▪ Online Payments | ▪ Visual Basic |
| ▪ Technical Marketing | ▪ CSS/HTML/XML | ▪ Visio | ▪ Photoshop |
| ▪ Blogging | ▪ Google Apps | ▪ Social Media | ▪ Dreamweaver |
| ▪ Web/Graphic Design | ▪ Google Analytics | ▪ Microsoft Office | ▪ Mac OS X |
| ▪ Wordpress / Joomla | ▪ Webtrends | ▪ Domains (TLD) | ▪ MS Windows |
| ▪ MS Access / ODBC | ▪ Twitter | ▪ Salesforce | ▪ ITIL / ISO |

RECENT PROJECT HIGHLIGHTS

- **VoIP/Internet Project Rollout:** Managed the design, procurement, installation and support transition of a combined voice over IP and Internet service to a student residence of 400 users. Major milestones included: Network design and physical cabling of the entire solution. Specification of required network gear for redundant load balancing services. Vendor selection for Internet backhaul. Project completed in 3 months.
- **New Company Launch:** Co-wrote the business plan and subsequently launched HIP Communications' voice over IP platform over a period of eight months. Major milestones included: Hardware/Vendor selection. Data Centre Preparation. Development of trouble ticketing system. Call centre training for technical support. Billing integration. Automated provisioning. Product launch.
- **New Data Centre Build & Migration:** Designed, built and oversaw the launch of ACI's new data centre facility at 151 Front Street. Milestones included: Vendor selection for infrastructure, security, electrical, mechanical. Migration of all servers, routing, switching hardware during multiple maintenance windows. Information management. Asset and configuration tracking. Project completed in 3 months.

SELECTED ACCOMPLISHMENTS

- **New Business Launch.** Created business plan and financial models and subsequently co-founded a successful Toronto-based Hosted PBX VoIP service provider. Efforts included market analysis, strategic direction, hiring and training of staff, IT billing / support process design, software toolset integration, technical turn-up and test case evaluation, SIP/PSTN carrier evaluations and vendor management.
- **Improved Technical Support.** Spearheaded major initiative to improve customer service across all levels (tier 1-4) at a private label webhosting company. Resulted in a 35% increase in monthly service level response metrics (from 64% to 99% MTTR). The combined efforts of the company in this initiative directly resulted in saving two major client accounts and several thousand dollars per month.
- **Technical Project Management.** Led a team of engineers through 12 month core network improvement project for a broadband service provider, resulting in a higher availability network supporting thousands of national retailers offering credit and debit payment processing.
- **Change Management.** Directed the implementation of a company-wide change management program, including the development of an web-based tracking system based on ISO / ITIL standards. This directly resulted in an 70% increase in platform normalization and network/server stability in US and Canadian data centres with more than 2,300 "releases" managed over a two year period.
- **Product Launch.** Led the launch of broadband services at a competitive local exchange carrier (CLEC) and hired a project management team to manage high volume, complex voice and data order processing. Project included the design and implementation of an electronic ordering system, hiring of staff and cross-department business process design.
- **Software Automation.** Using Visual Basic, MySQL and XML, designed and programmed software that automated the creation of network monitoring "maps" with more than 7,000 endpoints by creating a tie-in between What's Up Gold XML maps and ACI's provisioning database.
- **Software Automation.** Using VB, Oracle and MS Access, designed a comprehensive MTTR / SLA reporting system that automated webhosting.com's monthly reporting metrics. Reports included comprehensive statistics on trouble ticket volume, resolutions and escalations, broken down by channel partner.

PROFESSIONAL EXPERIENCE

TechSMB.ca

Jun 2007 – Present

PRINCIPAL CONSULTANT / OWNER

TechSMB Services is a business consultancy and online educational resource focused on helping technology companies in the Toronto area with their project management, operational and customer service related efforts.

SELECTED KEY ACCOMPLISHMENTS:

- Took over marketing, website redesign for a client offering purchase order financing to manufacturing and warehousing. Previously unranked, their redesigned website is now ranked #1 in Yahoo and first page of Google.
- Provide ongoing social media, marketing and web design consulting services to a well known Canadian shoe retailer. Website is SEO optimized and provides a product catalogue of 300+ products to visitors.
- Responsible for all marketing, sales and business development of Hosted PBX (Asterisk) and managed Internet sales channels for business and Hospitality clients at a national managed service provider (Point of Presence Technologies). Launched Hosted PBX services for SMBs and created all marketing and sales templates, proposals, and provisioning processes.
- Launched the TechSMB blog (<http://www.techsmb.ca/blog>) to help small business owners tackle all aspects of business ownership, including HR, finance, and IT.

Accelerated Connections Inc. / HIP Communications Corp.

Apr 2004 – Dec 2007

CO-FOUNDER, HIP COMMUNICATIONS CORP.,

DIRECTOR, SERVICE & SUPPORT OPERATIONS, ACI

ACI builds and manages its own nationwide IP network backbone that serves hospitality, retailers and business. More than 35% of retailers use ACI's private network for POS connectivity. HIP Communications, a sister company of ACI, offers hosted services applications, including a hosted IP phone services to SMBs using ACI's private network.

ROLE DESCRIPTION:

- Full P&L responsibility for HIP Communications, an IP-based business phone services provider. Responsible for all day-to-day operational functions and strategic direction of HIP's Hosted PBX services.
- Responsible for Tier3/4 help desk, data centre operations, network engineering, systems administration.

SELECTED KEY ACCOMPLISHMENTS:

- Finalized business plan and financial models and subsequently launched the company. Efforts also included hiring and training of staff, software toolset development, billing integration and automation, VoIP switch implementation, vendor discussions and negotiation, SIP/PSTN carrier selection and creation marketing and sales related content.
- Successfully project managed the western expansion of ACI's core backbone network into British Columbia and Alberta and the build-out of a new data centre facility, housing critical network infrastructure.

InQuent Technologies / Webhosting.com (SBC Communications)

Jun 2001 – Feb 2004

DIRECTOR, OPERATIONS & TECHNICAL SERVICES

InQuent Technologies builds and manages high availability, clustered webhosting environments for major telcos and cablecos. Customers include Bell Canada, Comcast, Telecom New Zealand, AT&T, SBC, COX Cable, DSL.Net.

ROLE DESCRIPTION

- Responsible for Technical Services team with 30 technical support administrators in addition to an outsourced call centre vendor. Provided Unix/NT clustered hosting platform support and management of all servers, OS, payment gateways, email, domain registrations, MySQL, MSSQL, systems monitoring, and systems/network change management.
- Work with in-house R&D team to test/deploy new features and bug fixes.

SELECTED KEY ACCOMPLISHMENTS:

- Initiated a multi-department customer satisfaction improvement plan that resulted in a dramatic increase in service levels (64% to 99%), and the saving of two major ILEC accounts, protecting tens of thousands of dollars in monthly recurring revenue.
- Spearheaded the creation, implementation and administration of InQuent's change management program, including the development of an electronic change tracking system based on ITIL standards. The result was a more stable platform, a 30% reduction in trouble ticket volume and increased client satisfaction.

Axxent Corp. (registered CLEC)**Sep 1999 – Jun 2001*****SR MANAGER, COMPLEX ORDER PROJECT MANAGEMENT (OPERATIONS)***

A facilities-based Canadian CLEC operating in Toronto and Montreal. Formerly Optel/Pathway, Axxent offered DSL, web / email hosting and development, and business phone services to more than 35,000 businesses in Ontario and Quebec until its closure.

SELECTED KEY ACCOMPLISHMENTS:

- Led the launch of broadband Internet services and the creation of the Complex Order Provisioning Group in Toronto and Montreal.
- Designed and Implemented a custom developed operational support system in 30 days. This system ensured the timely delivery of broadband orders and reduced headcount thanks to increased efficiency.

RELATED EXPERIENCE & VOLUNTEER WORK

IP Boot Camp Training**May 2009 - Present*****VOLUNTEER TRAINER***

IPBC operates as a non profit training facility. Its mandate is to provide training at the beginning level for individuals hoping to understand how the Internet works. Using a hands on approach and Cisco network switches and routers, classes are guided in a step-by-step approach in the creation of a “mini-Internet”.

Toronto Internet Exchange (TorIX)**Feb 2007 – January 2009*****BOARD DIRECTOR***

TorIX is Canada’s largest IP peering exchange, boasting more than 13 Gb/s of sustained network traffic. TorIX enables network peers to save on transit costs, reduce network latency between local Canadian ISPs, webhosts and other service providers. More than 80 peers are connected including Google, Rogers and Akamai and 99% of Toronto ISPs.

Little Geeks Foundation**May 2007 - Dec 2008*****BOARD CHAIR***

Little Geeks is a federally registered charity that collects, refurbishes and re-distributes, donated home computers with an Internet connection.

SELECTED KEY ACCOMPLISHMENTS:

- During efforts as the Board Chair, the organization received more than \$75K in donations and provide computers to more than 200 Toronto families in need of this valuable learning resource.