

# MARY P. HART

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A highly motivated and versatile information technology professional, with a successful track record in defining and implementing systems and services, relationship-building, and complex project management.

## ACCOMPLISHMENTS:

- Established and directed, USA, CRM consulting practice. Recruited, assessed and assembled cross-functional team of 10 professionals and engineers. Provided support to sales in developing and implementing technical and business process contact center solutions
- Built the relationship and managed \$33M Client/Investor account, Fingerhut Companies Inc., through two rounds of the funding process and the service integration initiatives
- Directed the \$3M Data Warehouse Migration project. Led a diverse team of technology and academic/business professionals in bridging legacy systems to new network, client-server technology, NT and Web enabled applications. The project was completed within the timeframe and budget allocated.

## EXPERIENCE:

2001 - Present

**DATAPPOINT USA, INC.** Beverly, MA (Corporate Headquarters, Windsor UK)

*The leading International company in design, implementation and support of Customer Contact Centers and Customer Relationship Management (CRM) business strategies and solution.*

### Vice President Professional Services and Business Development

- Established and directed the operations of the East Coast headquarters, in Beverly MA.
- Recruited and trained sales, business development, consulting and engineering resources, from zero to 10 people, in six months.
- Negotiated and closed five strategic business relationships with channel partners with estimated revenue of \$2M
- Directed the Business Development Team, establishing solution selling strategy

1996 - 2000

**ORDERTRUST LLC** Lowell, MA

*Network-based order management E-commerce solution provider of total order lifecycle services, connecting merchants, call centers, telemarketing centers, Web storefronts, suppliers, payment processors, and customer care centers.*

### Vice President Strategic Relationships – Global Channel Sales (1999 – 2000)

- Built the relationship and managed the strategic equity investor account, Fingerhut Companies Inc (subsidiary of Federated Department Stores, Inc.) through two rounds of funding for a total \$33 million, and integration with OrderTrust services
- Closed the first major global partnership in Europe, TNT, resulting in revenues of approximately \$1.75M. Managed the integration of services with TNT and their strategic partners.
- Established four major reseller relationships with estimated revenues of \$3M. Launched the reseller program with Business Development offering the ability for strategic partners to resell OrderTrust Order Management Services
- Managed the launch and sales goal for a new vertical segment of the OrderTrust LoyalNet services, exceeded sales goals by 25%
- Developed the OrderTrust International business strategy

### Vice President, Customer Service (1997 - 1999)

- Provided executive leadership, vision, and strategy for building the Customer Service organization, implementation services, and customer certification processes connecting merchants to the network, processing both orders and payment data.
- Reduced staff by 14%, and increased the number of merchants on the network by 78%. Established and implemented service support philosophy/associated policies, streamlining the implementation process
- Managed staff of 18 - Account Managers, Customer Service Engineers, and Technical Implementation Analysts.
- Reduced implementation timelines by 10% and increased customer satisfaction.
- Promoted the development and implementation of the Customer Delivery Process supporting the effective delivery of services, pre-sales and post-sales through full production implementation.
- Researched, purchased and implemented operations Help Desk tools - Remedy. The system was fully functional and transitioned 50% of calls from the Customer Service Engineer to the Help Desk.

**ORDERTRUST LLC** Lowell, MA – Cont'd

**Director, Project Office** (1996 - 1997)

- Managed collaborative process with Development and Product Marketing to determine major customer requirements, features and functionality, and expected timelines for delivery of services.
- Recruited and managed a staff of six project managers, and allocated resource across development projects.
- Developed a project management methodology for tracking timelines and P/L.
- Streamlined the number of projects by 10% by combining redundant efforts across teams.
- Delivered the first three projects, electronic software distribution, payment and order services, to production for client implementations
- Maintained a high level of customer satisfaction with a customer retention of 100%.
- Coordinated the departmental policies, job descriptions, and related human resource management tools to ensure more effective utilization of resources.

1990 - 1996

**HARVARD UNIVERSITY, Office for Information Technology** Cambridge, MA

*Office of Information Technology is a fee for service organization fully funded by their ability to market computing services to the University, which included Central Administration and twelve schools.*

**Director, Data Warehouse Migration Project** (1994 - 1996)

- Managed a \$3M project budget and a team of five managers and 15 programmers and administrative resources.
- Successfully transitioned all financial and human resource data from the IBM platform to UNIX SYBASE, HP systems platform.
- Defined the project plans and tracking methods, and negotiated all vendor relationships.
- Provided client support and training for all college departments and schools impacted by the migration.
- Maintained a high standard of satisfaction among the school administrators while going through tremendous change.
- Provided project management and marketing services for the Technical R&D Group, Web interface project.

**Manager, Data Communications and Production Services** (1990 - 1994)

- Provided financial reporting for the \$7M Computing Center budget
- Managed five Computing Center analysts, & defined the function of Client Management.
- Account Management responsibility for Central Administration & Finance, Harvard Law School, Graduate School of Education, and Kennedy School of Government.
- Provided billing and reporting services, developed proposals and marketed services to the schools, managed problem resolution, and provided training for new services.

1983 - 1990

**WANG LABORATORIES,** Lowell, MA

*Manufacturer of proprietary hardware and software for business, personal computing and imaging products*

**Product Manager, Network and Application Services**

- Managed the development and worldwide implementation in Europe, Asia and USA, of the proprietary automated network management tool for all Wang distribution centers. Implemented over 98% of sites targeted for this program.
- Managed the production services group of 11 analysts for internal customer service, 7x24 support, and Wang proprietary systems.

1977 - 1983

**HONEYWELL INFORMATION SYSTEMS, INCORPORATED,** Billerica, MA

*Manufacturer of proprietary hardware and software for mainframe and minicomputers*

**Business Analyst, Application Development**

- Business analyst for application development of manufacturing inventory and financial systems.
- Project leader for the implementation of a new inventory management system for production services.

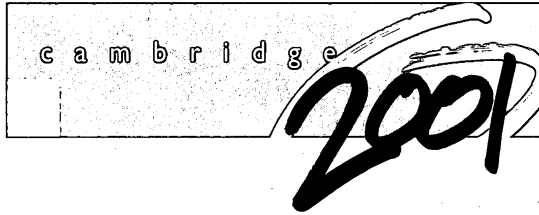
**EDUCATION:**

University of Massachusetts, Amherst, MA

***Bachelor of Science, Business Management***

**REFERENCES:**

Will be furnished upon request



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**CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT**

*Robert W. Healy, City Manager    Richard C. Rossi, Deputy City Manager*

December 17, 2001

To The Honorable, The City Council:

I am pleased to announce that I have appointed Mary P. Hart, 10 Oak Hill Drive, Arlington, MA, as the Director of MIS, effective December 10, 2001.

I have attached Ms. Hart's resume for your information.

Very truly yours,

A handwritten signature in black ink, appearing to read "Robert W. Healy". The signature is fluid and cursive, with a long horizontal stroke at the end.

Robert W. Healy  
City Manager

RWH/mec  
Attachment



Q8A

**Consent Agenda #2**

Appointment of Mary P. Hart as  
the Director of MIS.

**In City Council December 17, 2001**

**PLACED ON FILE**