

Mark Lack, MBA

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I. Educational Background

Degree	Institution	Last Course Taken	Field of Study
MBA	Angelo State University	2001	Management
BA	Angelo State University	1999	Finance

II. Full-Time Experience

Mueller, Inc. 2011-Present. Manager, Strategy Analytics & Business Intelligence.

Managed a \$2 million dollar software development project, including web software development, and team of 5 people. Architected and managed digital web transformation team to include IBM Watson artificial intelligence to reduce sales cycle from 6 weeks to 6 days. Support the customer retail strategy by developing innovative analytics methods to derive insight into customer behaviors and preferences. Managed implementation of migration to cloud systems on IBM Bluemix and Softlayer. Develop, architect and manage cognitive business analytics program for 200+ users, producing 113% annual ROI. Developed predictive analytics models using SPSS to identify fraud reduction opportunities resulting in \$3 million in loss reduction in first year. Implemented revenue forecasting model incorporating “big data” with a 97% accuracy 6 months forward. Maintain annual planning process for \$250m in revenue and FTE. Focus on continual process improvement through data analysis, saved \$750,000 in redundant expenses in FY2016. Manage the executive strategy team to support the Balanced Scorecard and execution of performance metrics. Responsible for managing analysts to increase the organizational understanding of the business environment. Served as informal assistant to CEO and President.

Mueller, Inc. 2004 – 2011 Planning & Financial Analysis Manager

Worked with executive leadership to develop and implement Kaplan and Norton’s Balanced Scorecard system for strategy execution, ultimately winning an award from the founders. Identified key metrics and cascaded strategy from the executive level management to the shop floor employees, aligning the entire manufacturing organization in 6 months. Negotiated purchase and selected consulting group to implement IBM Cognos business analytics software to support strategy management initiative, specifically Cognos 10, IBM SPSS, Enterprise Planning and TM1. Managed implementation of SQL Server data warehouse, guided ETL processes and provided business analytics requirements for IBM Cognos initiative. Revamped entire management reporting system to eliminate redundant reports and increase information

delivery value. Developed project plans and implemented software modeling improvements to reduce footprint and maintenance overhead of reporting and analytic products. Streamlined annual budgeting process to reduce forecasts from 10 weeks to 3 weeks and produce continuous re-forecasts in less than 2 weeks. Increased quality and participation in annual planning process, reducing forecast errors by 15%.

Mueller, Inc. 2000 – 2004 Business Analyst

Supported the execution of the annual planning process. Analyzed and reported variances on plan performance. Identified opportunities for growth and areas for improvement. Developed econometric models in Excel to predict revenue growth, implemented program company-wide. Managed consolidation of annual plan using VBA for Excel and wrote a program to link it with PowerPoint to improve ease the presentation of results.

Wendy's of San Angelo 1994-1998 Restaurant Owner

Managed all operations for a \$1.5 Million Wendy's franchise. Increased revenue over 4 years from \$650k to over \$1.5m. Held the drive through world record (Wendy's) for number of cars through drive up window in 1 hour (567).

III. Community Involvement

Ballet San Angelo, 2016 to present. Board Secretary, executive committee, fundraising committee.

Ram Club (Formerly Angelo State University Athletic Foundation), 2013-2017 Board member.

IV. Work Recognition

Case Studies where my business outcomes have been published:

Profiles in Performance: Business Intelligence Journeys and the Roadmap for Change by Howard Dresner

Innovative Corporate Performance Management: Five Key Principles to Accelerate Result, by Bob Paladino

5 Keys to Business Analytics Program Success, IBM

Honors and Awards

Balanced Scorecard Hall of Fame for Executing Strategy, 2007
Best Business Intelligence Solution, IBM Information on Demand, 2008
IBM Champion for Business Analytics, 2010, 2011, 2012, 2013
Top 25 Information Managers, *Information Management*, 2012

V. Associations

IBM Customer Advisory Board Cognos
IBM Customer Advisory Board Watson Analytics
IBM Customer Advisory Board SPSS Predictive Analytics
IBM Customer Advisory Board TM1 Planning Analytics
Former Board Member, Angelo State University Athletic Foundation
Board Member, Ballet San Angelo
San Angelo Country Club

VI. PERSONAL

Wife, Letitia
Daughters, London and Paris
Golf, Kayaking, Ballet
Active in Southland Baptist Church Youth
Volunteer with Girls Who Code
Community Theatre