# Dan Keating

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Analytics-driven MBA with near 30 years of experience in regional and global Technology organizations. An intuitive, personable, creative, and engaging manager who produces strong, measurable results for his team. Designs solutions and manages teams to drive Technology and Marketing campaigns, processes, and analytics, arming global teams with customer-focused IT programs and a fast-action approach to a dynamic landscape. Has leadership experience in the following areas:

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| **IT Operations Experience:*** Leading Implementations of Industry 4.0 Projects in Global Manufacturing Organizations
* Managing Cross-Functional, Global Teams of Developers: SQL (Microsoft & Oracle), .Net, Java, Web Services, Business Intelligence (Tableau & Qlik), Data Center Infrastructure
* Conduit for Understanding Between Business Drivers and IT
* Complex Financial Analysis, Budgeting, Modeling, & Reporting
* Leading Operations for Services Org: Bookings (Sales) and Revenue Recognition
 |  **Marketing & Comms. Strategy Experience:*** Executing Direct and Digital Marketing Programs in the following channels: Direct Mail, Email, SMS, Web
* Coaching and shaping strategic message sets for the C-Suite, Global Public Affairs teams and the lone Social Media Twitterer
* Crafting strategic communications and policy plans
* Collaborated on book on marketing & communications strategy in business and politics, *The Elements of Influence* (Dutton / Penguin 2006). *(*[*Read the Wall St. Journal’s review here*](http://online.wsj.com/article/SB116233453096409354.html)*.)*
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## Professional Experience

**The Simon Business School** Rochester, NY. **August 2019 – Present**

***Senior Lecturer (2020 - Present), Adjunct Professor (2019 - 2020)***:

Professor: Current: CIS 211 (20, 21, 22, 23), GBA 473(22), MKT 432 (23)

Past: MGC 461 (19, 21), CIS 465 (21), GBA 424 (21)

Lecturer: GBA 424 (21)

Experiential Coach: GBA 424 (20, 21)

Team Coach for MSBA Capstone Teams: CIS 465 (20, 21)

Communications Coach: ACC 411 (19, 21, 22, 23), FIN 465 (22)

**Rivet CX** Pittsford, NY. *(Part Time Consulting)*  **January 2020 – Present**

***Senior Director of Business Development***: Runs business development initiatives to acquire new customers for Customer Experience design company. Point for developing new web-based application to drive revenue.

**iVEDiX, Inc.** Pittsford, NY. **May 2016 – January 2020**

***Chief of Staff***: Ran operations and staff for Analytics & IoT software company. Led on sales and implementation for multi-million dollar Industry 4.0 projects in Manufacturing and government spaces. Drove marketing at software firm. Oversaw all front-end UI/UX design of the software and prototypes. Led Sales operations (salesforce.com, Statements of Work, EULA, etc.) Engaged with partners to sell and implement the iVEDiX Digital Business Platform, with customers / use cases in Manufacturing, Oil & Gas, Healthcare, IoT and general business analytics.

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**Professional Experience - continued**

**Qlik, Inc.** Radnor, PA.; Lund, Sweden **February 2015 – May 2016**

***Director of Consulting Operations, Americas:*** Operations lead for ~$15MM in Consulting Revenue and ~$16MM in Consulting Bookings. Developed reports and analytical models (via Excel, Qlik Sense and QlikView) to create visibility and action-plans around KPIs. Acted as point for monthly Bookings forecasting.

**Catalyst, Inc.** Rochester, NY. **December 2011 – January 2015**

***Chief Information Officer:*** Lead for all technology components of all new business ventures. Responsible for data center, all code-writing and desktop support. Sourced all technology products and technology staffing for Marketing Agency. Interfaced as Technology liaison for company’s largest account, Valvoline Instant Oil Change. Managed Tableau instance, building reports and responsible for data. Served on Executive Committee. Managed largest team in the company, comprising 16 professionals in Database Development, Web Development, Marketing Automation, Analytical Reporting, Data Center Infrastructure and Desktop Support. Managed all vendor relationships, Statements of Work, and licensing across BI/analytics, marketing automation tools, data acquisition services, and core technologies.

**The Keating Consulting Group, Inc.,** Syracuse, NY. **April 2005 – December, 2011**

***Founder and Managing Partner:*** Established, incorporated, marketed and operated consulting firm with roster of 6 clients in NY, PA, DC, MA, VA and Canada. Focus was twofold: Communications / Marketing Strategy consulting for Fortune 100 firms; data-driven operational improvements for consulting firms in Information Technology.

**Details on Key Keating Consulting Group Customers:**

**Oracle Corp.**, Redwood Shores, CA. **March 2011 – October 2011;**

***\* =*** *Oracle acquired one of my clients, AdminServer, in May 2008*  **August 2006 – August 2009**

***Consulting Manager:*** Key member of a management advisory team establishing proactive decision measures and optimizing client outcomes and delivery. Implemented and managed the financial forecasting process for the $40M Consulting line of business for the Oracle Insurance Global Business Unit. Managed a team of 13 Java and .Net developers, who produced highest Utilization rate in Insurance vertical.

***Integration Manager:*** Integrated 150+ subcontractors into Oracle’s systems across the development and consulting departments. Managed and controlled the integration of time and expense data as a result of the Oracle merger which included planning, training, and implementing new process flows.

***Director of Operations:*** Developed framework and process for rapid internationalization in JAPAC and EMEA. Developed and implemented comprehensive P&L and KPI reporting to senior management. Managed domestic and offshore development of homegrown ERP system in .NET/SQL. Developed 2007 budget of $42M, implementing new fiscal processes. Oversaw Oracle Primavera design.

**Playmaker Systems, LLC**, Bethesda, MD. ([www.plays2run.com](http://www.plays2run.com/)) **April 2005 – March 2008;**

 **April 2010 – December 2010**

***Consultant:*** Provided communications strategy consulting and research to Fortune 100 clients in the pharmaceutical, chemical, enterprise software, microprocessor and enterprise server markets. Directed accounts for Dell, Inc. and Abbott Labs. Contributed communications strategy content for Intel, Hewlett-Packard, SAP and DowCorning accounts. Coached C-Level executives and PR, Marketing, Social Media and Sales teams on policy direction, strategic positioning, competitive threats, collaborative opportunities and crisis management.

Collaborated, researched and acted as contributing editor for book on Influence Strategy in business and politics, *The Elements of Influence: The New Essential System for Managing Competition, Reputation, Brand and Buzz* (published by Dutton / Penguin, 2006). Ran training sessions for PR, Marketing and Sales, teaching Influence

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Strategy execution and analytics. Authored over 125 Client-Advisories, distilling complex marketplace developments into actionable strategy.

**N.B. Work Experience prior to 2005 is not noted here AND INCLUDED WORK WITH APPLE, AVT-SYSTEMS (CURRENTLY A DIVISION OF REUTERS), ROBINSON, STEPHENS & CO., AND THEKNOT.COM.**

##### Education

MBA – Simon Business School, University of Rochester, Rochester, NY. – 2005

B.A. English – College of the Holy Cross, Worcester, MA. – 1993

##### Selected Community INTEREST

Trustee – Village of Pittsford, Pittsford NY. Elected March 20, 2018 to a 1 year term, and again in March 2019 to a 4 year term.

Alumni Advisory Board Member – Simon Business School, University of Rochester, Rochester NY. – 2016 to Present.

Co-Founder, Board Treasurer and Board Secretary – Imagine Syracuse, Inc., Syracuse NY. – 2008 to 2013.

Board Member - Rochester Global Connections, Rochester, NY. – 2014 to 2015.

Finance Committee Member – The Ad Council, Rochester NY. – 2014 to 2015.

Softball Coach for Little League, – Fayetteville NY & Pittsford NY. – 2011 to 2018.

##### Recent Speaking Engagements

Gartner Catalyst Conference, San Diego, CA., August 2012. “The Future of Mobile Payments.”

William E. Simon Graduate School of Business, University of Rochester, Rochester NY., October 2013. “Data-Driven Marketing: Inputs, Outputs, Analytics and Results.”