

Troy D. Gardella

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EXECUTIVE SUMMARY

Social Media professional adept at building and executing on social business strategies to drive enterprise collaboration that improves operational performance. Works effectively to foster the people, processes and technologies to manage social business communities. Excels in highly charged settings requiring critical thinking, focused analysis, change management, strategy and execution with exceptional record of cost control and organizational change.

PROFESSIONAL EXPERIENCE

TeleTech

Director, Social Enterprise

February 2009-Present

Responsible for building and directing the Social Enterprise department focused on launching and managing social business communities that drive operational performance improvement for a Business Process Outsourcing organization with over 42,000 global employees. Direct systems management of social business platform and manage relationship with Jive Software. Developed and executed external social media strategy to reduce talent acquisition costs.

- Directed Social Knowledge community resulting in over \$1 million in financial impact
- Coordinated with project team to migrate company intranet to social business platform
- Instrumental in the development of revenue generating Social Learning and Social Knowledge product offerings
- Built and managed official social network presence on Facebook, Twitter, YouTube and Friendster responsible for driving referral traffic to corporate career gateway (www.hirepoint.com) resulting in approximately 20% of all referral traffic

Crystal Courier Imports, Inc.

President

June 2003-February 2009

Directed overall corporate strategy while managing daily operations with primary focus on operations management, finance and accounting, technology implementation and personnel management for an import and wholesale distribution company. Established a culture of collaboration and change allowing the opportunity to dramatically reshape company with full cooperation of all stakeholders.

- Implemented and grew social and ecommerce initiatives responsible for contributing 20% of total company revenue
- Optimized business processes and applied operational and budgetary controls which reduced operating expenses by over 80%, while increasing gross profit margins by 25%
- Established and maintained domestic and international relationships with vendors, suppliers, customers, and channel partners to identify and grow new business opportunities
- Re-engineered IT structure that improved performance, reliability and employee productivity, while reducing network errors and need for external support

Kalos Strategy Group

Director of Operations

June 2002-August 2003

Responsible for all aspects of finance and operations management for a growing leadership, strategy and execution consulting firm. Established key performance indicators to track company performance against goals.

- Directed budgeting process and established cash management plan with firm partners
- Developed business model for partnerships and strategic alliances to drive indirect channel revenue
- Managed numerous technology and facilities projects through expansion and move of firm headquarters

XOR Inc.

Account Manager, Western Europe

November 2001-May 2002

Director, Strategic Alliances

November 2000-November 2001

Knowledge Management Analyst

June 2000-November 2000

Account Manager, Western Europe

November 2001-May 2002

Responsible for managing European relationship and extending up-sell/cross-sell opportunities with a Fortune 25 consumer products company. Managed all business process outsourcing initiatives with clients in Europe.

- Directed strategic account planning to expand data warehousing solution to clients
- Managed projects to reengineer existing internal business processes
- Lead project ensuring data privacy protection standards and obtained EU Safe Harbor Certification

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Director, Strategic Alliances

November 2000-November 2001

Director of team accountable for contributing to total company revenue through alliance partner channel. Established and managed executive relationships with key technology partners. Set quantifiable ROI metrics in joint strategy and business plans to maximize business value of partnerships.

- Addressed C-Level business issues with repeatable outsourcing solutions utilizing partner technology
- Identified and developed new partnerships to enhance XOR value proposition and drive incremental revenue
- Developed joint sales forecasts with alliance partners and directed sales team on complex sales opportunities
- Lead team in obtaining the first awarded SunTone certification for management of integrator services; Member of SunTone Integrator Services Advisory Board

Knowledge Management Analyst

June 2000-November 2000

Lead project team responsible for the software development of a corporate-wide knowledge management system. Built business case, including ROI metrics, to direct corporate strategy for future generation knowledge management solution. Institutionalized KM goals throughout all levels of organization.

- Developed work breakdown structure and implementation plan for knowledge management solution
- Coordinated steering committee and established workshops to identify and prioritize key requirements
- Addressed technical and cultural issues around knowledge transfer and business process workflow
- Authored request for information and evaluated responses for business case

Prior professional work experience to 1992 available upon request

EDUCATION

University of Colorado at Boulder, Leeds Graduate School of Business

MBA in Entrepreneurship and Real Estate

May 2000

- Graduate Entrepreneurs Association

Michigan State University, Eli Broad College of Business

BA in Financial Administration with High Honors

March 1992

- Three-time MSU Outstanding Scholar-Athlete Award; MSU Men's Gymnastics Team
- State of Michigan Competitive Scholarship Award

PROFESSIONAL DEVELOPMENT

eCornell, subsidiary of Cornell University

Developing an Agenda for Change

April 2011

Mapping the Political Terrain of Allies and Resistors

May 2011

- Identify opportunities for change, negotiate support, and implement the initiatives. Ensure successful implementation by managing conflict, organizing resources, motivating and directing, and developing political and organizational agility.

The George Washington University, School of Business and Public Management

Managing Projects in Organizations - Project Management Institute

November 2000

- PMBOK areas of knowledge: Project Integration Management, Scope Management, Time Management, Cost Management, Risk Management, Human Resource Management, Communication Management