ERIC D. BROWN, D.Sc.

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Dynamic senior executive with entrepreneurial track record as a Technology Leader, Data Scientist and Team Builder. Highly skilled at directing large, geographically dispersed groups through complex projects, new product development, M&A support and enterprise planning in fast-paced, multinational environments. Widely recognized by industry peers, top executives and thought leaders for expertise in data science, decision support, sentiment analysis, technology strategy and information technology leadership.

◪ Deep technical background in all aspects of data science, machine learning, deep learning, artificial intelligence, natural language processing, distributed systems, information technology, marketing technology, and the software development lifecycle (SDLC) in corporate and consulting settings.

◪ Results-oriented formation and delivery of startup operations, data and technology strategies, strategic planning and continuous improvements at both tactical and strategic levels.

◪ Extensive industry exposure to cross-cultural dynamics and international business practices in North & South America; held full P&L accountability for up to $20M with teams of up to 60 professionals.

CORE COMPETENCIES

Internet of Things (IoT) ● Data Analytics ● Big Data ● Machine Learning ● Artificial Intelligence ● Cloud ● Data Mining ● IT Strategy ● Strategic Planning ● Digital Strategy ● Vendor Relations ● Project Management ● Business Forecasting ● M&A Support ● Startup Operations ● Knowledge Management ● Software Development ● Business Intelligence ● Sentiment Analysis

EMPLOYMENT & ACCOMPLISHMENTS

CROSSING DIGITAL, LLC, TULSA, OK (2007-Present)
Managing Director

In charge of organizing and providing full range of technology and management consulting services to clients around the world. Responsible for identifying and closing new business, providing consulting services, leading cross-functional project teams. Consulting services are focused in data science, machine learning, natural lanague processing, sentiment analysis, technology and data strategy, software selection and requirements analysis for both IT and marketing areas.

◪ Guided Fortune 500 client in optimizing data analytics and reporting accuracy with better metrics, informative forecasting and more useful datasets, reducing people-hours for data processing by up to 75%.
◪ Instrumental in setting up Project Management Office (PMO), including methodologies, statement of work and project templates, for IT outsourcing group at top tier consulting entity.
◪ Key participant in designing and implementing $50M 4G wireless system for large wireless carrier with applied consulting and delivery services.
◪ Collaborated with medium-sized nonprofit entity to create full IT strategic plan that prioritized budget and spend, increasing technology capacity by transitioning to Cloud and decreasing technology spend by 50%.
◪ Greatly assisted large manufacturer in review material costs and developed revenue forecasts with machine learning and data analytic models, saving 20% in raw materials and improving revenue analysis.
◪ Converted doctoral research and, as part owner, founded Trade the Sentiment, a business focusing on Twitter sentiment and financial markets; guided all business operations until acquisition by Sundial Capital Research in 2015 and now operates under the sentimenTrader.com brand.

SILICON VALLEY EXPERT WITNESS GROUP / THOMAS REUTERS, RICHARDSON TX **(2010-2011)**
Director – Central Region / Case Manager

Retained after acquisition of Silicon Valley Group in 2011 to continue driving new business development, marketing and project execution for numerous technology consulting engagements.

◘ Succeeded in expanding web traffic volume by 200% through intensive digital marketing and web strategy.
◘ Team-led SEO, web design and digital marketing initiatives that increased potential business leads by 40%.
◘ Improved lead capture processes via website to convert visitors into new clients, achieving 1.5% conversion rate.

BOY SCOUTS OF AMERICA, IRVING, TX **(2007-2010)**
Project Manager / Web Team Lead

Recruited to coordinate all growth strategies through digital marketing, social media and corporate communications with team of six designers and developers and $1M budget. Launched and supported Twitter, Facebook and YouTube initiatives that encompassed SEO, video and user generated content.. Liaised with all marketing technology vendors to ensure proper contract administration and solution delivery.

◘ Spearheaded comprehensive brand overhaul across all digital platforms, including 50+ different websites; instituted new policies and standards to ensure consistency and accuracy.
◘ Collaborated with local councils to develop and implement Sitecore Enterprise Content Management System (CMS) that tracked and monitored over 300 websites; migrated over 40 websites from flat-file HTML to Sitecore platform
◘ Introduced and maintained internal/private social network for staff, volunteers and scouts; also handled all rollout phases from Beta testing to user training.

SILICON VALLEY EXPERT WITNESS GROUP, RICHARDSON, TX **(2005-2007)**
Director – Engineering Technology

Brought on to generate new business and facilitate expert witness services to intellectual property attorneys around US.

◘ Identified, selected and deployed expert witnesses as consultants during litigation cases encompassing intellectual property and patent infringement.
◘ Hired after starting and operating **Brown Consulting Group** between 2004-2005; team-led engagement to divest $50M in network equipment and cellular sites for top-tier telecom firm during merger activities.

MARCONI WIRELESS, RICHARDSON, TX **(2000-2004)**
Director – Technical Services

Tasked with managing and motivating 30-person group of cross-functional professionals in rolling out and supporting full range of software products to B2B clients across North and South America. Utilized skills in strategic planning, project execution, training resources and best practices.

◘ Improved service metrics by 20% with better processes, policies, standards and cost controls; smoothly delivered onsite and e-learning training to over 3,000 software users.
◘ Negotiated and administered client SLAs, representing $10M in sales and services; headed efforts to generate $3M in new business revenue with existing customers.
◘ Promoted after two years as **Manager – Technical Support;** led team and $1M budget in providing technical help to all clients in North America; oversaw entire software development lifecycle.

EDUCATION

DSc – Information Systems (2014)
DAKOTA STATE UNIVERSITY, Madison SD

MBA – MIS and Strategy (2006)
UNIVERSITY OF TEXAS, Dallas, TX

MS – Electrical Engineering (1998)

OKLAHOMA STATE UNIVERSITY, Stillwater, OK

BS – Engineering Physics (1995)

SOUTHWESTERN OKLAHOMA STATE UNIVERSITY, Weatherford, OK

PUBLICATIONS

◘ Analysis of Twitter Messages for Sentiment and Insight for use in Stock Market Decision Making
◘ Bulls, Bears...and Birds? Studying the Correlation between Twitter Sentiment and the S&P500
◘ Will Twitter Make You a Better Investor? A Look at Sentiment, User Reputation and Their Effect on the Stock Market
◘ The FutureProof CIO
◘ CIO.com articles
  - Customer Engagement: A Data-Driven Team Sport
  - Machine Learning Is Transforming Data Security

PROFESSIONAL TRAINING & ACTIVITIES

◘ Personal blog – Technology, Strategy, People & Projects: http://ericbrown.com; frequent industry publications on various topics – Agile Project Management, HR, Emerging Technologies, Social Media, Market Dynamics and others.
◘ Former Project Management Professional (PMP #443899) through Project Management Institute.
◘ Member, PMI Standard for Portfolio Management Second Edition Revision Team and PMI IT & Telecommunications Special Interest Group.
◘ Member, Institute of Electrical and Electronics Engineer (IEEE).