

TONY PARHAM

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BOARD & ADVISORY EXPERIENCE

William Peace University, Raleigh, NC; Board of Trustees (2019–ff). *Committees*: Executive (Secretary), Presidential Search, Academic Affairs, Strategic Planning, Business Operations, Nominations & Governing (“NomGov”)
Council for Entrepreneurial Development, Durham, NC; Board of Directors (2019–2022), Strategic Planning Task Force
Massachusetts Digital Government Summit, Boston, MA; Advisory Board; Speaker (2014)
House of Representatives, State of Texas, Government Efficiency & Reform Committee Hearing; Witness (2014)
Department of Transitional Assistance, Commonwealth of Massachusetts, Boston, MA, Innovation Council (2014)
Governor’s Council for Innovation, Commonwealth of Massachusetts, Boston, MA (2012–2015), Chair
Emmanuel Gospel Center, Boston, MA, Board of Directors (2012–2015)
Christian Economic Development Association, Boston, MA, Board of Directors (2007–2009)
Axiom Entertainment Group, Boston, MA, Board of Directors, (2002–2005); Chairman, Exec. Compensation Structuring
Mattapan Community Health Center, Boston, MA: Board of Directors (1995–1996); Executive Committee, Assistant Treasurer, Search Committee, Chair of By-Laws Revision Committee; Boston Globe: *“a remarkable turnaround.”*
MIT Sloan School of Management, Cambridge, MA; Board of Governors (1990–1994)
New Covenant Christian Center (now “**Jubilee Christian Church**”), Boston, MA, Board of Directors; (1985–1993); Vice President, Treasurer

EDUCATION

M.S., Management, MIT Sloan School of Management, (Marketing, Strategy, Entrepreneurship), Cambridge, MA
Seley Scholar (Sloan’s highest honor)
M.S., Computer Science, University of Southern California, Los Angeles, CA
B.S., Computer Science, Massachusetts Institute of Technology, Cambridge, MA

WORK EXPERIENCE SUMMARY

Innovation & Strategic Revenue Growth - Cultivated key relationships within Massachusetts (MA) Governor’s Cabinet of eight Secretaries and 141 Agency Heads to propagate innovation in MA government. Identified and created strategic business plans which generated funding for eight opportunities. (One project delivered \$7 million annual increased revenue from a \$1 million investment.)

Business Process Optimization & People Builder - Leveraged 27 web programs for IBM to gain a \$300 million ROI by launching and streamlining e-commerce and web initiatives. Led cross-functional collaboration of 310 employees (\$42 million budget) driving significant cost savings and incremental revenue to the bottom line.

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|---------------------------------------|-------------------------------|------------------------------------|
| ▪ Executive Level Business Management | ▪ Strategic Business Planning | ▪ Marketing & Product Management |
| ▪ Innovation Strategies | ▪ New Product Development | ▪ Emerging Technologies |
| ▪ Financial Budget & Analysis | ▪ Global Program Management | ▪ People Management |
| ▪ Strategic Partnership Development | ▪ Solutions Development | ▪ Cross-functional Team Leadership |

WORK EXPERIENCE

FIDELITY INVESTMENTS, Durham, NC

SVP, Head of Core Sales Optimization, Workplace Investing Business Unit, November, 2023 - Present

- Leading initiatives to rapidly scale sales to small businesses in the “Core Market” -- i.e. businesses with \$1M–\$50M in Assets Under Administration (AUA): Improved payroll vendor integration processes & messaging; enhanced relationships between Sales & support teams; coordinated re-design of compensation & territory coverage models.
- Member of Regional Leadership Team (RLT) for North Carolina Site (11K NC employees).

SVP, Head of Sales Innovation, Workplace Investing, June 2021 – October, 2023

Led new sales enablement team to drive differentiation, automation and digital engagement. *Sample team results:*

- Customized or formatted 295 market client presentations, 411 RFP covers, 1,500 RFP responses in one year.
- Launched initiative which enhanced cross-selling procedures by adding outbound calls to email campaigns.
- Created roadmap for virtual, hybrid and Virtual-Reality customer experiences.
- Executed Sales enablement programs: In 1 year delivered 28 communications, covering more than 140 updates.
- Launched programs to increase sales-deal participation for Advisors and Third Party Administrators (TPAs).

FIDELITY INVESTMENTS, Durham, NC

Vice President, Innovation & Strategy, Fidelity Labs | FCAT, December 2015 – June 2021

- Managed RFP process, vendor analysis and strategic planning for components of new, cloud-based service offering.
- Launched and led external technology event series to enhance Fidelity's brand in North Carolina region. For 2019 ran four events totaling 465 attendees, external Net Promoter Scores (NPS) from 71 to 75 and 387K views of content.
- Designed the Incubators process for cultivating and filtering potential new offerings.
- Researched and created a detailed business plan for new \$50 million - \$100 million business opportunity.
- Executed 40+ innovation crowdsourcing campaigns/yr. (An example campaign yielded \$36 million in cost savings.)
- Innovation crowdsourcing platform usage won excellence award for best usage among 45 Fortune 500 firms.
- Created a culture of innovation by designing curriculum, training, and coaching programs.
- Patents Program cultivated and supported employee patent filings.
- Presented innovation overviews to key customers, including Agilent Technologies, Altria, American Airlines, Duke University, First Citizens Investor Services, United Airlines, and Walt Disney.

COMMONWEALTH OF MASSACHUSETTS, Boston, MA

Government Innovation Officer (GIO), July 2012 – December 2015

- Served in the first-ever role as Commonwealth's first Chief Innovation Officer (CINO) to cultivate a strategic business mindset chartered with transforming, aligning, innovating, and driving business solutions.
- Recommended business process optimizations for a \$36 billion entity with 141 Agencies and 67,000 employees.
- Received national award for "*the best and brightest who make government more effective.*"
- Focused on enhancing the customer experience (internal and external customers), creating business efficiencies, and re-shaping the enterprise into a digitally-forward organization.
- Partnered with the Governor and key executives to champion innovation and lead change management.
- Conducted extensive research across verticals to understand customer needs, identified pain points, and prioritized solutions to optimize business processes.
- Created a nimble team of Innovation Fellows who identified and launched digital solutions and innovative projects.

CROSS TECH VENTURES, Canton, MA

Chief Technology Officer & Executive Director, September 2010 – July 2012

- Led technology evolution for *Clintara*, supporting a revenue increase from \$3.5 million to \$6 million for the company's SaaS offering to pharmaceutical and clinical research industries, facilitating clinical trials.
- Identified and promoted relevant new technologies and products, including mobile/smart device integration.
- Owned product roadmap by driving competitive market analysis, strategic positioning, and product marketing.
- Led business strategy, marketing, and product management for *New Marketing Labs*, a premier digital marketing, strategy planning, and social community engagement firm.
- Fostered customers relationships, building corporate strategies for digital marketing and social media activities, including content management strategy for Twitter, Facebook, Blogs, Online Video, and Influencer Outreach.
- Managed marketing and business development activities (in conjunction with *KMS Media Partners*) to identify leads, cultivate prospects, and generate incremental revenue.
- Hosted *NML TV*, educating marketing professionals regarding best practices in digital and social media marketing.

TKG MANAGEMENT CONSULTING, Boston, MA

Managing Director / Founder – Technical/Strategy Consultant, July 2005 – December 2015

- Performed product assessment and analysis to create a go-to-market strategy for a technology startup product.
- Developed business value proposition, strategic product positioning to Venture Capital funders, Board of Directors, and key executives of a database marketing services firm.
- Provided business plans, marketing plans, HR initiatives, strategies and executive coaching for new ventures, not-for-profit agencies, and Fortune 100 companies. Planned, built, operated and sold a fitness facility.

EARLY CAREER

Go-to-Market Strategy & Product Management - Spearheaded product strategy for Lotus Notes and UNIX products by leading market research and pricing initiatives. Guided product directions for Research and Development (R&D) group. Recognized for PC Magazine's "Editor's Choice" Award, Open Computing Magazine's "Product of the Year," and Business Week's "Product of the Year." (Installed base doubled to 1.4 million licenses.) Roles for *Lotus / IBM* included: Product Manager, Group Product Manager, Senior Product Marketing Manager, Director of Marketing and Business Partner Programs, Director of e-business Strategies, Program Director of e-business Transformation.

Software Development & Administration Roles - *Hewlett-Packard*: Technical Marketing Support Engineer, Software Engineer. *Softrend*: Software Engineer. *Lotus Development Corporation*: Senior Software Engineer. *New Covenant*: Executive Administrator / COO. *ADDAX*: Software Development Manager, Marketing Manager, Personnel Manager.

PROFESSIONAL ASSOCIATIONS & ACTIVITY

Duke University, Fuqua School of Business, Center for Entrepreneurship & Innovation, Durham, NC,
Inaugural Black Student Pitch Competition (in conjunction with North Carolina Central University School of Business),
Semi-finalists Judge; Award Presenter

NC State University, Poole College of Management, Executive Education, Raleigh, NC,
Panelist, Innovation Leaders Program

Triangle Tech Speaker Series: Leader / Co-Founder

National Association of State Chief Information Officers: Speaker (re: Innovation)

Massachusetts Association of School Business Officials: Speaker (re: Innovation)

Cablevision: Principal speaker: Small Business and Entrepreneurship

MIT Sloan School of Management: Guest Lecturer (Marketing, Professional Conduct); Curriculum Redesign; Socially Responsible Business Club; Student recruiting, admissions & careers; Improvement Task Force; Not-for-Profit Internship Fund

Licenses

FINRA Series 7, 24

NASAA Series 63