

Beth E. Cross



SUMMARY

I am an experienced IBM executive with a proven track record in leadership and demonstrated success as a general manager in IBM's customer service business. My style is results-oriented management combined with high energy, personal integrity, and a strong belief in people-centered leadership. I would love to bring my background as an educator and my real world corporate experience to the classroom to help prepare future business leaders.

QUALIFICATIONS

Passion for people-centered leadership with focus on teaching/coaching... Ability to motivate individuals and teams... General management and financial management success at all levels, including executive level... Strong problem solving skills... Collaborative leadership style... Ability to get things done through power of influence and consensus-building in various organizational structures/matrices... Significant experience managing remotely and managing global delivery... Exceptional interpersonal and communication skills, both written and verbal... Process and results orientation.

PROFESSIONAL EXPERIENCE (IBM Company – 28 years, retired)

Director, Customer Service Centre, Americas – IBM Integrated Technology Delivery: 2005-2007

Responsible for delivery of Customer Service Centre (IT Help Desk) services throughout the Americas. I managed these services for all of IBM's clients in North and South America, providing leadership for Help Desk operations in ~25 primary locations in the U.S., Canada, and Latin America, as well as in several remote locations and global locations. My organization of 3500+ people supports more than 350 Help Desk accounts and \$250 million (cost) of IBM's business and handles over 20 million Help Desk events annually.

Americas Competency Segment Lead, End User Services; 2003-2005

Responsible to develop, deploy, and leverage a best of breed delivery model (processes, tools, skills, and thought leadership) for Help Desk and Deskside Services to ensure delivery of world-class IBM End User Services in tactical and strategic timeframes. By leveraging the best of breed model, enable all of our clients, regardless of size or scope, to realize benefits of best practices in quality, client satisfaction, and cost-effectiveness.

Senior, Middle, and First Line Management assignments: 1981-2002

Third Line Customer Service Manager / Delivery Project Executive: 2000-2002

Delivered CSC and Deskside services to three large clients, achieving customer satisfaction, service level and cost targets

North America Field Operations Manager, Printing Systems Availability Services; 1997-2000
Developed, allocated, managed \$450M revenue and \$350M cost budgets in 15 North America districts

District Manager, Printing Systems Availability Services; 1993-1996
Managed customer satisfaction, technical service delivery, profitability for IBM system printer customers in eight states

Branch Manager, IBM Service; Colorado/Wyoming = 1988-1992; North Dakota = 1987-1988
Managed customer satisfaction, technical service delivery, profitability for IBM customers, all products, in North Dakota (small branch office) and then in Colorado/Wyoming (large branch)

Program Administrator, IBM Service Headquarters, New Jersey; 1984-1987
Various staff assignments

Field Manager, Operations Assistant, Customer Engineer, Denver, Colorado; 1979-1984

PROFESSIONAL EXPERIENCE (Other)

High School Teacher and Coach, Framingham, Massachusetts; 1973-1977
Taught co-educational physical education curriculum and developed several new lifetime sports courses; Coached three varsity teams

EDUCATION

Master of Education (Administration) - May, 1978 Phi Kappa Phi Honor Society
Colorado State University – Fort Collins, Colorado

Bachelor of Science (Physical Education) – May, 1973 Magna cum Laude
Springfield College – Springfield, Massachusetts

High School Valedictorian – June, 1969
Poughkeepsie, New York

COMMUNITY SERVICE / PERSONAL INTERESTS

People's Clinic – Boulder, CO; Board of Directors, 1992-2001; past board president
Meals On Wheels – Colorado and North Carolina; various volunteer assignments
Recreational sports... Folk guitar... Family...