

John M Ferrero

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BUSINESS DEVELOPMENT PROFESSIONAL

Highly motivated professional experienced in managing international and domestic business development, operations, and financial management. Strategic thinker, well developed and seasoned business acumen, highly analytical, ethical, and skillful negotiator that excelled at all levels and in a wide variety of positions. Ability to pay close attention to detail while maintaining focus on the big picture, collaborate well with both internal and external partners, and consistently deliver superior timely results.

CORE COMPETENCIES

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| * Strategic Market Analysis | * Channel Assessment and Development |
| * Extensive Financial Management Skills | * Business Analysis and Modeling |
| * Contract Negotiations | * Relationship Management |

PROFESSIONAL EXPERIENCE

MOTOROLA 1991 - Present

Motorola is known around the world as an innovator and leader in wireless and broadband communications. A Fortune 100 company with global presence and impact, Motorola had sales of US\$30 billion in 2008.

MOTOROLA, Mobile Devices, Libertyville, IL

Business Development and Operations Manager, Applications and Services (July '08 - Present)

Manage business modeling, contract negotiation oversight, business operations development, revenue forecasting, and budgeting in support of a new product ventures organization for contextually aware applications. Product categories include mobile advertising, location, search, and mobile commerce. Major accomplishments include:

- Developed multi-layered flexible business models for multi-million dollar revenue generating programs. It is forecast that two of these programs will generate greater than \$100 million annually in revenue by 2011.
- Created a distribution channel development strategy for a location program with two phases; the first of which minimized short term project risk and investment, and the second phase, if warranted, a more cost effective margin enhancing solution.
- Collaborated with and leveraged finance, supply chain, product management, technology support, and legal operations to ensure optimal structures, reporting requirements, and contract terms were in place for new product initiatives from product inception through commercialization.

Business Development and Operations Manager, XperienceWare (October '05 - June '08)

Business Operations included PNL reporting, budget responsibility, business modeling, and resource management. Business Development included commercial negotiations and channel development for a diverse software product management organization. Major accomplishments include:

- Negotiated multi-million dollar margin generating agreements with partners, leveraging my vast knowledge of key provisions including license grants, warranties, liabilities, indemnification and termination. In one engagement lowered the cost of a license agreement by 44% and generated in excess of \$13 million in margin annually.
- Managed divestiture of the location business which included devising an exit strategy to terminate commercial agreements, transfer operations, and license technology. This avoided employee severance costs and transfer costs of the operation, minimized potential indemnification liabilities, and generated licensing revenue of \$8 million dollars, multiple times current and projected future earnings.
- Structured and optimized business operations for the Xperienceware organization to ensure appropriate business controls were in place. Programs included co-development of a project funnel assessment process used to objectively quantify, rank, and prioritize investments in product initiatives.

Business Operations Manager, Seamless Mobility

(July '04 - September '05)

Negotiated contracts for supplier and distribution agreements, managed customer trial certifications and carrier certifications. Major accomplishments include:

- Successfully deployed and implemented multiple customer trials and managed the carrier certification process in support of a new and innovative commercial product launch.
- Negotiated many commercial contracts in support of the product initiative.
- Developed and negotiated numerous trial proposals.

MOTOROLA, Government Telecom Solutions Sector (GTSS), Arlington Heights, IL

Finance Manager – Strategic Outsourcing

(2002 - 2004)

Finance manager responsible for Motorola's global outsourcing initiative. Provided financial management support for strategic supplier contract negotiations as well as operational support for the GTSS's outsourcing operations. Major accomplishments include:

- Saved GTSS's material operations in excess of \$1.3 million in erroneous supplier charges.
- Served as primary liaison between adversarial teams on multiple continents to ensure execution of the outsourcing initiative.
- Collaborated with a cross functional, cross sector team to complete four strategic supply chain contracts in support of Motorola's multi-billion dollar outsourcing initiative.

MOTOROLA, GTSS, Fort Lauderdale, FL

Finance Manager – Distribution

(2000 - 2002)

Managed distribution finance for the iDEN Subscriber Group, a billion dollar operation. Led order entry, accounts receivable, and revenue reporting teams in addition to new business initiatives for an e-commerce channel and value added distribution services.

Finance Manager – Planning and Reporting

(1998 - 2000)

Managed financial planning and reporting functions for iDEN Subscriber Group.

Sr. Factory Financial Analyst

(1996 - 1998)

Provided factory finance support for an operation that grew six fold in production capacity.

Sr. Factory Accountant/Factory Accountant/Cost Accountant/Special Projects Accountant

(1991 - 1996)

Sr. Credit Analyst/Credit Analyst

EDUCATION

Motorola University – Six Sigma, 10x cycle time reduction, and numerous other continuing education programs.

BS Degree – Finance, DePaul University, Chicago, IL, *Strobel Honors Accounting Program*

COMMUNITY SERVICE

Habitat for Humanity, Young Professional Club of Broward County, Knights of Columbus