

John Schmidt

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PROFESSIONAL PROFILE

IT management professional with 40 years experience delivering measurable business results in North America and Europe. Adept people manager and hands-on operational experience with teams up to 400 staff in industries such as Banking, Retail and Telecommunications. Regarded by executives and team members as a change agent and cross-functional leader with the ability to implement sustainable solutions for complex business problems.

Enterprise Architect and global authority on Integration Competency Centers (ICC). Author of books and numerous articles on Enterprise Architecture, Systems Integration and Program Management, and frequent speaker at conferences.

PROFESSIONAL EXPERIENCE

INFORMATICA CORPORATION – Minnesota & Florida

VP Business Transformation Services, Architecture Practice Leader Jan 2008 – Sept 2018
Began as leader of a cross-functional program to establish a global ICC business. Developed professional service delivery leaders and software product enhancements in support of sustainable integration strategies for Global-2000 clients. Informatica is now recognized as the global leader in ICC and Lean Integration by analysts, IT leaders, and internet search engines. More recently (2014) led an effort for Informatica to Acquire Proact, a top-rated business-architecture company. Currently serving as Informatica's Architecture Practice Leader on a global basis to assist clients with large-scale complex enterprise transformation initiatives.

WELLS FARGO BANK – Minneapolis, MN

Senior Vice President, Head of Enterprise Architecture 2006 – 2007
Led a team of 20 enterprise architects in developing IT solutions, standards and governance practices across the company. Formalized the Business Event State Transition (BEST) architectural style; a unique combination of Straight Through Processing, Event Driven Architecture, Exception Based Processing and Service Oriented Architecture which resulted in order of magnitude improvements in cost reduction and account opening time. Launched a major initiative to transform the EA practice for all 220 bank architects into a systematic repository-based data-driven modeling discipline to enable cost reduction, operational stability, and reduced business risk.

BANK OF AMERICA – Charlotte, NC

Senior Vice President, Chief Architect and ICC Director 2004 – 2006
Led Retail Banking Integration Solutions team of 160 staff (including global suppliers) to develop methods for rapid business solution delivery. Developed first-of-a-kind business case to simplify the IT infrastructure and improve operations - received approval for a multi-million dollar application portfolio rationalization project. Negotiated a creative gain-sharing contract with an international consulting firm resulting in the elimination of 29 legacy middleware systems saving the bank millions\$ and improving customer experience. Head of architecture team to establish a multi-year technology strategy for the Retail Bank. Developed a shared organizational vision and gained agreement across functional and technical groups and at all levels to achieve a cohesive organization aligned around a common blueprint and technology roadmap.

BEST BUY – Minneapolis, MN

VP of Integration, Head of Integration Competency Center 2001 – 2004
Led the System Integration & Middleware Center of Excellence to design, develop and support integration technologies. Team consisted of 180 staff with 50% working off-shore in a "sun never sets" life-cycle model. Operational responsibility for Integration Brokers, ETL Hubs, External Communication Brokers, Enterprise Shared Code, SOA, and Metadata. Invented the AppTalk framework and the Integration Factory resulting in development of 200+ middleware adaptors per year thereby saving over \$10M in development costs in the first

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two years. Optimized the messaging infrastructure consisting of 80,000 queues on 800 servers and transformed a highly unstable infrastructure into a rock-solid queuing system.

AMERICAN MANAGEMENT SYSTEMS – Minneapolis, MN

Vice President, Global Integration Services Practice Leader

1995 - 2001

Developed AMS Enterprise Application Integration Methodology which drove rapid growth in the consulting business due to industry leading high-quality delivery capabilities. Key engagements included:

First Bank System: Overall responsibility for a team of 80 staff, partnering with a 150 member client team in planning, directing and supervising the Relationship Management System program for First Bank System (now US Bank). Applied decision analytics across all product lines and channels for marketing, servicing and credit underwriting processes based on each customer's total relationship. Redesigned business practices for use across 45 product lines and multiple functions. Analyzed customer account and behavior data and recommended action for improved service, cross-selling effectiveness, and increased productivity. The overall result for the bank was major bottom line financial improvements with no measurable increase in credit risk.

Mannesmann Arcor: Engagement Manager of a 400-person team in Germany. Developed and implemented a Customer Care and Billing system which became the core of Tapestry; the latest generation of large-scale, distributed client/server, object-oriented systems built for the communications industry. The final system was capable of processing 20M calls per day for 50M subscribers and subsequently sold to US telecom companies.

Ameritech: Managed the Collections Management System program, applied analytical techniques to collections treatment strategies based on each customer's relationship which improved collector productivity, lowered net bad debt, and reduced accounts receivables by over \$100M thereby improving overall ROE by 34 basis points.

AT&T Broadband: Led a program to develop an enterprise-wide integration strategy for consistent standards across projects with the upshot that AT&T purchased and implemented the AMS EAI methodology.

DIGITAL EQUIPMENT CORPORATION - Vancouver, Canada

1976 – 1995

Positions held included: Head of Retail Banking Expertise Center, Sales Representative, Service Delivery Manager, Software Engineer and Hardware Engineer.

PROFESSIONAL AFFILIATIONS AND DISTINCTIONS

Integration Consortium - Director (2001- 2006), Chairman (2006 - 2009)

Increased membership to 1,500+ including corporations, industry leaders, independent software suppliers, hardware suppliers, system integrators, academic and non-profit institutions, and individuals

Enterprise Architecture Education Advisory Board (2009 – 2012), College of Information Sciences and Technology, Pennsylvania State University

Author *Integration Competency Center: An Implementation Methodology* and 100+ professional articles

Author, *Lean Integration, An Integration Factory Approach Business Agility*, Pearson, 2010

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Business Administration (MBA), University of Minnesota, Carlson School of Business, 2010

Bachelor of Science (BS) with a double major in Computer Science and Financial Management

Computer Technology, Red River College, Canada, 1976

Software Engineering, Red River College, Canada, 1978

Financial Management, University of Winnipeg, Canada, 1983