

DEREK POWER, MBA

38 Dolores St., San Francisco, CA 94103
(915) 307-1234 | derekpower@google.com

EXECUTIVE OPERATIONS OFFICER | GLOBAL BUSINESS STRATEGY

Sharpened Market Edge & Led Transformational Changes in Aggressive Internet & TV Markets

Forward-thinking leader building teams, processes, and technologies to achieve groundbreaking growth. Applies expert strategic planning, Big Data, cloud technology, and project management to lead innovation within global high-tech firms. Strategically defines roadmap, pricing, and market entry strategy while managing risk and directing resource allocation, budgets, and new product launch. Influences and aligns stakeholder vision with customer-centric mind set.

Product Vision, Roadmap, & Design
Market Strategy & Penetration
Executive/Stakeholder Engagement

Project/Program Management
Organizational & Team Leadership
Revenue Growth & Sustainability

Resource Allocation
Performance Management
Financial Management

GROWTH CATALYST & REVENUE DRIVER

2017: Delivered 158% incremental growth YoY for active paying subscribers of Google Fiber.

2016: Negotiated and closed a new partnership with the largest grocery chain in Texas (HEB) which opened a new sales channel. Delivered 5% of all sign-ups and 30% of all sign-ups for field sales.

2015: Reduced channel costs by 20% and delivered 24% of all sign-ups which quickly surged to 40%.

2014: Co-developed a business plan which achieved an initial 25% take rate and connected the first subscribers to service within 10 days of launch and accomplished a Google-wide OKR for Q4.

2013: Led 17% reduction in operating expenses to FY2012 budget; delivered actual expenses 5% below target.

2012: Increased revenues 12% with incremental growth of 9%.

LEADERSHIP EXPERIENCE

GOOGLE | SAN FRANCISCO, CA/AUSTIN, TX | 2014 TO PRESENT

HEAD OF BUSINESS PROGRAMS

2017 TO PRESENT

Directs full lifecycle product management for a new Google product currently in stealth mode.

- **Leads new program development to achieve commercial success**, from product design, customer segmentation, forecasting, and go-to-market plan, to product launch across US and global markets.
- **Develops product strategy to maximize audience engagement** by partnering with executive business leaders and cross-functional teams; develops tools and processes to consistently meet milestones.
- **Aligns daily business practices and operations with corporate vision** and objectives while driving a world class, end-to-end customer experience.

HEAD OF BUSINESS OPERATIONS, GOOGLE FIBER

2016 TO 2017

Fully accountable for multi-million dollar City P&L performance; led a high-performance team to execute the market business strategy. Determined build specifications for the entire City of Austin network.

- **Led strategy for product roadmap, marketing, sales, and user retention** to ensure a successful product launch; defined and monitored metrics and Key Performance Indicators (KPIs).
- **Directed the high-profile, large-scale construction project** including build of an 8,000+ sf retail operation.
- **Partnered with data analytics experts to optimize adoption rates**; delivered 100% improvement YoY while increasing supply of available marketing units.
- **Successfully guided cross-functional teams through multiple restructures and strategy changes.**

LEADERSHIP EXPERIENCE CONTINUED

SALES STRATEGY AND OPERATIONS MANAGER, GOOGLE FIBER

2014 to 2016

Built scalable process to execute the customer acquisition strategy for Google Fiber's initial entry to the 2nd US market. Negotiated multi-year, multi-million dollar contracts, and strategic partnerships.

- **Led customer acquisition planning and efforts** to gain 41.5K (33%) in sign-ups across the market.
- **Defined scalable processes which were implemented across all Fiber markets;** enabled alignment and consistency in setting Field Sales budgets, demand forecasting, and post-rally measurements.
- **Exceeded forecast and schedule** by delivering a 51% take rate in install-ready apartment buildings and 40% take rate in install-ready commercial buildings.
- **Executed new plan and pricing strategies** which increased paid take rate from 61% to 85% in 2 years.

IRAQ AND AFGHANISTAN VETERANS OF AMERICA (IAVA) | NEW YORK, NY

CHIEF OPERATING OFFICER (COO) AND CHIEF OF STAFF

2012 to 2014

Directed all day-to-day operations for a 50+ person staff in 2 offices with a \$7.1M operating budget focused on delivery against established targets. Reversed and controlled negative financial trends within 1Q.

- **Designed a scalable pilot program** assisting 1,300+ people in 12 months and was rolled out nationally.
- **Improved annual strategic planning and budgeting;** sped up the budget approval process by ~25%.
- **Led organization-wide mapping and migration to Salesforce CRM** and increased traffic by 15%.
- **Created a metrics-based program outcome assessment;** enabled quantitative assessment, and provided insight to brand turn-around strategy resulting in an increase in overall revenue.

THE BOSTON CONSULTING GROUP | DALLAS, TX

CONSULTANT

2010 to 2012

Served as executive consultant, project manager, and trusted advisor to multiple Fortune 500 organizations around the US. Delivered innovative plans for consumer strategy and organizational design.

- **Led organizational redesign** and implementation of operations model which achieved \$9.6M in cost savings while aligning the organization for regulatory changes from health care reform legislation.
- **Partnered with a Fortune 500 airline company** to drive cost reductions, operational efficiencies, and improved control in maintenance practices within a strict collective bargaining environment.
- **Instrumental in strategy to shed \$20M in assets** to reinvest in high growth, higher margin global markets.
- **Consulted with executive team of 2 franchises** on brand redesign to turn around consumer perceptions.

UNITED STATES ARMY

SPECIAL ASST. TO GENERAL DAVID PETRAEUS/EXECUTIVE OFFICER/RECONNAISSANCE PLATOON LEADER

2000 to 2008

Led training and administration of 230 soldiers in 38 different occupational specialties.

- **Prepared the Commanding General on daily strategic communications** with senior government officials; authored testimony and led legal strategy for 2 Congressional Hearings.
- **Built a 120-person armored reconnaissance troop from the ground-up.** Oversaw security and development of Western Mosul; recipient of Bronze Star Medal.

EDUCATION

Harvard University: **Master of Business Administration**
United States Military Academy at West Point: **Bachelor of Science, Political Science**
Minor in Systems Engineering, Graduated with Honors