

SCOTT RADER

Contact via email: "scott" then the "at" symbol followed by "scottrader.net"

Professional Experience

PricewaterhouseCoopers

Ho Chi Minh City, Vietnam

Summer 04

Consultant, IT Advisory Services-Indochina

- Developed marketing campaign targeting local Vietnamese enterprises: conducted customer value determination & segmentation, designed marketing material, wrote articles for local business periodicals
- Created & conducted executive workshops on business process re-engineering & ERP implementation

Helen Ross McNabb Center

Knoxville, TN

Spring 04

- Led team of MBA students in change management consulting project, providing executives of non-profit mental services agency with re-structured internal communications and performance evaluation strategy

The Business Journal

Tri-Cities, TN

2002-2003

Business & Technology Journalist

- Wrote lead articles and columns about online marketing, consumer computing, broadband infrastructure and immigrant entrepreneurs

About, The Human Internet

New York, NY & Tokyo, Japan 2000-2001

Vice President, Product Development & Customer Relations Management

- Managed planning, design, development and delivery of online advertising e-commerce product which generated \$6 million first year revenue (20% total company revenue) for world's 7th largest web property
- Trained, managed CRM & marketing team; maintained costs during ten-fold 1st year customer growth
- Hired, managed technical and creative staff including programmers, designers and software QA
- Created product support documentation, operational procedures, and sales force training program
- Dispatched to Japan to initiate parallel development efforts at Tokyo-based sister company

Prodigy

White Plains, NY

1992-2000

Senior Manager, Customer Relations Management, Quality Control & Training

- Integrated call center operations for 3 newly acquired companies; 3 month deadline, \$2 million budget
- Developed and implemented product knowledge base used by over 900 support representatives in 7 disparate call centers located around the U.S. and India
- Hired, trained and managed staff to administer QC, training, and knowledge base programs
- Managed four call center start-ups as Prodigy outsourced customer relations management

Senior Programmer Analyst, Intranet Development & Process Improvement

- Created customer-accessible product knowledge base; \$8 million saved yearly from deferred contacts
- Researched and designed user interface requirements for web-based customer service applications
- Received President's Award for developing cost saving intranet and extranet sites and applications

Teaching Experience

- Guest Lecturer, International Business and Honors International Management undergraduate classes, University of Tennessee College of Business Administration, Fall 2004
- Lecturer, Web Design & Multimedia, Northeast State Technical Community College, 2002-2003
- Lecturer, Web Design & Core IT classes, State University of New York at Purchase, 1999-2000
- Expert Panelist, Digital Music & Media, Copyright Lawyers of USA, Princeton Club, NYC, 1999

Education & Awards

- University of Tennessee, Master of Business Administration, December 2004: Marketing, 4.0 GPA
- State University of New York at Purchase, Bachelor of Arts in Media Studies, 3.8 GPA
- Extensive competency: Microsoft Office & Project, Access, HTML (Dreamweaver), graphics (Photoshop, Flash), Lotus Notes/Domino development, JMP-IN and SPSS statistical software
- Leadership Award, University of Tennessee MBA Program, 2004
- Eagle Scout