

# Teresa S. Devine - CV

Greater Atlanta Area | 770-561-4222 | [teresa@serveleadsucceed.com](mailto:teresa@serveleadsucceed.com)

*Awarded Information Week Top 500 Technology Innovators – 2012 & 2013*

## STRENGTHS

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Proven turnaround CIO and transformational leader of teams driving positive business results. Unique ability to develop strategies that drive change in complex or distressed IT environments. Passionate thought leader and leadership trainer equipping leaders with passion and purpose.

## EXPERIENCE

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### **Serve Lead Succeed, LLC - Founder & CEO - 2017 - PRESENT**

*Transforming leaders, teams, and workplaces designing custom corporate leadership development programs leveraging world-class blended learning methodologies. Interim CIO advisory services.*

### **Cisco Systems, Inc. – Global Digital Transformation Advisor - 2016-2017**

*Advised C-level decision makers on digital transformation strategies supporting global enterprise retailers. Thought leader and Cisco blog author for the retail industry and cyber-security.*

### **Serta Simmons Bedding, LLC - Vice President IT - 2014-2016**

*Transformed IT building a world-class team in 60 days to support a fragile data center consolidation and overall IT environment supporting 45 manufacturing plants. Established a new culture of high-performance focused on service-driven leadership.*

### **Asbury Automotive Group, Inc. - Vice President & CIO - 2010-2014**

*Led a complex IT turnaround for \$6B Fortune 500 company managing \$20M budget. Transitioned an apathetic team into a high-performance, service-driven culture. Led formal employee engagement and leadership development programs for IT.*

## EDUCATION & CERTIFICATIONS

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- Indiana University – Bloomington 1987-1991 – B.S. Business Admin Major
- MIT - Massachusetts Institute of Technology - Sloan Executive Education Certificate - 2014
- Carnegie Mellon CIO Institute 2015
- Certified Gallup Strengthsfinder Coach – 2014 (*practicing since 2009*)
- Certified John Maxwell Leadership Team Trainer, Speaker, Coach - 2017

## GLOBAL SERVANT LEADERSHIP

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- Year-Up Atlanta - volunteer speaker, leadership trainer
- Mission of Hope, Haiti – President’s Council Board Member
- Leading new technology training center for Mission of Hope, Haiti (*2018 launch*)
- Asbury Automotive CSR - launched job placement program for adults with Autism
- Bridge2Rwanda & Chris Kids Interim CIO Advisor

## REFERENCES

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- Tony Smith, Retired President – Serta Simmons Bedding, LLC
- Craig Monaghan, Retired CEO – Asbury Automotive Group, Inc.
- Joe Parham, Retired CHRO – Asbury Automotive Group, Inc.

# Teresa S. Devine - Resume

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## EXECUTIVE SUMMARY

A rare Fortune 500 Company technology leader with digital commerce and leadership development expertise. Teresa has a proven track record leading many IT turnarounds including the 5th largest automotive retailer and two manufacturing household brands. Awarded Information Week Top 500 Technology Innovators in 2012 and 2013, her technology strategies drive business outcomes. Teresa is a high capacity dynamic leader who thrives within transformational opportunities and believes in operational excellence. Empowering service-minded teams with strong leadership skills aligned with smart technology solutions is the foundation for success.

## EMPLOYMENT HISTORY

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### **SERVE LEAD SUCCEED, LLC - Founder & CEO**

**Serving enterprises to equip their leaders to serve, lead, and succeed at all levels.**

#### **June 2017 - Present**

Training and coaching leaders and teams to serve, lead, and succeed.

- Interim CIO Advisory
- Corporate leadership training programs and Strengths-based Leadership coaching.

### **CISCO SYSTEMS, INC - Digital Transformation Advisor, Global Retail & Hospitality**

**\$60B - 74,000+ employees - multinational**

#### **Jan 2016 - June 2017**

Currently leading digital transformation go-to-market strategies for global enterprise retail and hospitality industries serving as a trusted Advisor.

- Assigned to enterprise customers to establish a digital transformation strategy and multi-year roadmap.
- Designed solutions to gain market share while minimizing risks from digital disruptors in their industry.
- Responsible for sales pipeline by aligning Cisco's digital solutions with key business outcome objectives.
- Led the GTM cyber-security sales strategies for the business transformation advisory team.

### **SERTA SIMMONS BEDDING, LLC - VP, Information Technology**

**\$3B - 4,500 employees - 45 US and international manufacturing facilities - 100yr brands**

#### **2014 - 2016**

Led an IT turnaround within IT support operations, infrastructure, information security and IT PMO.

- Led the strategic direction for support operations, security, infrastructure, IT governance and PMO.
- Achieved an IT cultural transformation becoming customer service driven & business partner centric.
- Assembled a world-class IT Director level team within 60 days.
- Implemented an ITIL based high performing IT support operation supporting 4,500 employees 24/7.
- Consolidated 2 data centers with over 700 servers into a world-class, hybrid-cloud model.
- Supported infrastructure for a 50 person call center leveraging Cisco and Salesforce.com.
- Implemented the first information security program championing a culture of security.
- Designed and implemented the first IT PMO office.
- Designed and implemented the first IT compliance program including SOX compliance.
- Rescued prior failed attempts with offshore IT support operations. Rebuilt support operations in-house.
- Designed and implemented high-availability technology across the IT infrastructure.

### **BRIDGE2RWANDA – Pro-Bono CIO Advisor - 501C3 Non-Profit**

***April 2014 – October 2014***

Led project assessments in Rwanda and South Africa to evaluate computer literacy needs.

### **ASBURY AUTOMOTIVE GROUP – Vice President & Chief Information Officer (Acting CISO) (NYSE: ABG) \$6.5B Fortune 500 Company – 8,000+ employees – 85+ locations – 5<sup>th</sup> largest automotive retailer**

***2010 – 2014***

Successfully Led the IT departmental turn-around through a crisis management situation for the 5th largest automotive retail consolidator operating 85+ automotive dealerships and 8,000 employees.

- Successfully designed and executed a new IT vision and strategy aligned with key business objectives.
- Managed \$20 million IT budget reducing staff and operating costs by \$1.5M the first year.
- Transformed enterprise infrastructure footprint with network upgrades & moved co-location data centers into a hybrid cloud model.
- A change agent shifting an apathetic IT culture into a high performing, rewarding environment which transformed the reputation of IT from very negative to extremely positive.
- Established high availability and business continuity strategy - first in company history.
- Interacted with Board Directors at quarterly BOD meetings as well as one-on-one to discuss cyber-security practices, PCI compliance and the future state technology roadmap.
- Hyper focused on improving dealership employee satisfaction and organizational effectiveness by driving IT support operational excellence.
- From the ground up, implemented first information security program, IT project governance, data analytics, SOX, PCI and other compliance programs.
- Employee engagement committee member focused on building “most admired” culture and high-performing teams.
- Designed and implemented a co-sourced partner structure to improve scalability and quality for the whole IT organization.

**BRIDGEVINE, INC. – Vice President of Product Development** – *Founded in 2003 as the premiere ecommerce shopping platform for reselling telecommunications services.*

**2008 – 2010**

As VP of Product Development; designed and executed technology/product development strategies aligned with key business objectives. Aggregated Verizon, AT&T, Comcast, Time Warner Cable and others to power retailers online and offline including: Dell, Staples, Office Depot, and DirecTV.

- Led IT, product development and QA strategies reporting to the CEO and C-level steering committees.
- Led the original implementation of a product development based on the pragmatic marketing framework.
- Responsible for the technology product portfolio including: AMP (aggregated telecom integration platform), CRM system, affiliate network platform, and CMS.
- Responsible for development and support of the affiliate platform that powered Big Box retailers.
- Transformed from waterfall SDLC development into an agile methodology increasing deadlines and deliverable success rates by 100% in 6 months.
- Successfully transformed a floundering QA dept. in less than 3 months.
- Implemented IT project Governance, capacity planning, SDLC processes and procedures.
- Managed cross-functional high-impact project management teams.
- Performed numerous buy vs. build, in-source vs. outsource analysis.
- Selected and integrated CMS platform to power 250+ web properties
- Catalyst for change through leadership, mentoring, and cross-functional communications.

**BRIDGEVINE, INC. – Sr. Director of Technology**

**2003 - 2007**

Joined Bridgevine in 2003 to lead IT strategy and develop the AMP Telco aggregation platform.

- Lead in-house and offshore development teams to design a B2B/B2C web-based aggregation system integrating telecommunications services with major carriers.
- Successfully launched direct API integrations with AT&T, EarthLink, Comcast, Time Warner Cable, Verizon, Qwest, DirecTV, Bright house and others.
- Designed and productized new web platform with CMS integration. Powered big box retailers.
- Managed waterfall SDLC development teams and QA department.
- Managed web design team for lead generation and PPC landing pages.
- Managed network of 250 web properties designed for SEO traffic. Grew natural search demand generation by 150% year over year utilizing SEO (search engine optimization) strategies.

**EMAX INTERNET MARKETING CONSULTNG – Principal**

**2001 – 2003**

- As an independent consultant, designed and implemented search engine optimization and other online marketing strategies including; web design/usability, SEO, content, and link building campaigns.
- Generated over 200% ROI through organic lead generation.

## **EDUCATION**

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- **Indiana University, Bloomington** - 1988-1991 – B.S. Business Administration Major
- **Indiana University Purdue University (IUPUI), Indianapolis** - 1987-1988 Honors student

## **EXECUTIVE EDUCATION & CERTIFICATIONS**

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- **Carnegie Mellon CIO Institute**
- **Massachusetts Institute of Technology - Sloan School of Management**
- **Certified Gallup Strengths Coach** - Employee engagement specialist & strengths coach
- **Certified John Maxwell Team** - Leadership coach, speaker & trainer

## **AWARDS & THOUGHT LEADERSHIP**

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- Information Week Top 500 Technology Innovators 2012, 2013
- SecureWorks CISO panel speaker
- Author for Cisco Systems blog  
Evanta CIO Executive Council Governing Body Member, Speaker
- HMG Strategy CIO Advisory Board
- Halftime Institute Alumni

## **GLOBAL SERVANT LEADERSHIP**

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- Opportunity International – Board of Governors
- Mission of Hope, Haiti - President's Council Board Member
- Bridge2Rwanda – poverty alleviation through education & technology
- YearUp Atlanta – Volunteer Speaker & Trainer
- C5 Youth Foundation, Atlanta - Board of Directors 2013, 2014
- Asbury Corporate Social Responsibility Committee – 2011-2014

*References available upon request*