

CHARLES HASEMAN

Information Technology and Systems Program, Naveen Jindal School of Management
The University of Texas at Dallas
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Educational History

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| M.S. | Southern Methodist University, Dallas, TX | December 2008 |
| | Major: Engineering Management | |
| B.S. | Regis University, Denver, CO | December 2004 |
| | Major: Business Administration | |

Professional Experience

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| HASEMAN ASSOCIATES | Addison, TX |
| Owner & Managing Director | 2009 to Present |
| Launched and provided leadership to position the company in the Information Technology services industry specializing in consulting, consumer solutions and service for Retail and CPG companies internationally. Developed a strategic plan to advance the company's mission and objectives and to promote revenue, profitability and growth as an organization. Oversaw the company operations to insure production efficiency, quality, service, and cost-effective management of resources. | |
| UNIVERSITY OF TEXAS AT DALLAS | Richardson, TX |
| Adjunct Faculty, Naveen Jindal School of Management | 2018 to Present |
| NEC CORPORATION OF AMERICA | Irving, TX |
| Director, Retail Solutions | 2016 to 2017 |
| Responsible for developing and executing strategic plans to sell NEC Retail Solution products. Managed complex field and sales environment of teams, major account sales of NEC's retail solution products and technology including software, hardware and professional services. Responsible for the sales revenue budget, development and execution of the sales strategy and leveraging company resources to achieve a high degree of customer satisfaction. | |
| PROTERRA USA | Addison, TX |
| Principal and Chief Operating Officer | 2015 to 2016 |
| General Manager for all daily operations including advertising, marketing, sales, customer service, tax planning, accounting and payroll, budgeting, and staffing. Advised customer/end-users in determining their Marketing/Advertising, eCommerce requirements, and translate these into system requirements and design specifications. Manages design, development and implementation of systems, web sites and network-based applications that integrate into existing business systems. | |

SYNTEL INC.**Troy, MI****Client Partner, Retail & Consumer Product Goods****2010 to 2015**

Manage P&L and growth of key Retail accounts including new business development, grow existing business, manage key client relationships, customer satisfaction and lead the team to exceed strategic and tactical goals. Provide expert guidance to customers in analyzing business processes and implementing an iterative approach to achieve continuous process improvement. Manage client pipeline and staff utilization to maintain a positive P/L balance sheet. Visit clients and work with executive level staff to identify and capitalize on new opportunities while maintaining the highest satisfaction levels.

AVALION CONSULTING, LLC**Dallas, TX****Vice President – Consumer Intensive Business Practice****2007 to 2008**

Launched the consumer intensive business practice and was responsible for overall business development, sales, and marketing for the practice. Demonstrated IT leadership in complex consumer intensive (retail & CPG) environments, with focus on strategic outsourcing, infrastructure consolidations, analytics, and enterprise solutions. Developed strong relationships with vendors, service providers, and VARs.

ELECTRONIC DATA SYSTEMS**Plano, TX****Vice President / Client Industry Executive –****2000 to 2007****CPG/Retail, Global Sales and Client Solutions**

Assignments to North America, Latin America (3/04-6/05), ASIA & Japan (6/06-5/07). Lead EDS' CI&R industry knowledge and intellectual capital in assigned accounts and pursuits, and personal industry expertise across the industry community. Responsible for \$100 million in total contract value (TCV) & \$20 million annual billed revenue (ABR). Directed account and region management teams to drive demand creation. Identified new opportunities by applying industry expertise, thought leadership, and innovation to the client's business challenges.

ZALE CORPORATION**Irving, TX****Corporate Manager, Store Systems – IT****2000 & Prior**

Held responsibility for day-to-day IT maintenance and service for 1,160 retail jewelry locations throughout 50 states and Puerto Rico. Implemented improved procedures and standards for the store systems operations initiatives. **Also ... Program Manager – IT, Division Manager of Operations - Gordon's Jewelry Division, Group Store Manager / South Central Region / Zale Division; Corporate Manager / Inventory Shortage Control; Area Manager of Field Operations / Stores Group / Zale Division; Store Manager / Multiple locations.**

Memberships, Organizations and Associations

National Retail Federation, Member and former ARTS XLRetail Committee

RevTech Accelerator, Mentor

UT Dallas - Ctr for IT and Mgmt Advisory Board

Boy Scouts of America, Eagle Scout, Member at Large – Circle Ten Council, Dallas