

# Lawrence F. Coppentrath

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## WHY ME:

Profitably delivered product revenue >\$1.5 Billion of complex computer products and services across diverse markets, environments and cultures.

Developed multiple strategic business process models for software life cycle model enhancement that allowed geographically dispersed organization to focus on Client Endorsement.

Skilled at new technology (1st Release) development, integration, adoption, and support.

Highlighted management competencies include leading organizations characterized by 200 + employees, >\$20 million budget, 150 + Clients, Multiple functional focuses (R&D, Marketing, Manufacturing, Service, strategy, acquisition integration, partnerships & Licensing)

Endorsement Focused, Results oriented, cross-functional champion, team builder, mentor, and coach.

## EMPLOYMENT HISTORY

2000 to Present

**FOUNDING PARTNER, L. F. COPPENRATH & ASSOCIATES.** A business development consultancy providing solutions to information and other technology business problems that require executive management, technology, or process skills on a global basis. Areas of concentration include strategic business operations, biometric computer security, product and program management, delivery and endorsement process methodologies, client services, data migration and operational management. Delivered "Client Endorsement" webinar, July 2009 to RymaTech, PMV Webinar Series.

**Recent Assignment (2009). Senior Vice President Strategy, Syscon Justice Systems, Inc.,** A leader in Offender Management Software Systems. Responsible for world-wide Product Operations and Product Management. These organizations include development, client services, quality assurance, project management office, and product management. Management of Offshore resources (India).

**Recent Assignment (2008). Founding President, Integrated Product Management Alliance (IPMA),** The Integrated Product Management Alliance (IPMA) is building partnerships with government, industry, and academic communities to facilitate the professional development of a highly workforce that meets the demands of new technologies and global competition. Our goal is to advance the management innovation required to effectively commercialize the significant changes in technology that lie ahead. Targeting the needs of product management community will by its very nature address and promote innovations in standards, tools, methodologies, development, delivery, and client care.

**Recent Assignment (2006). Principal Consultant, Ascentium Corporation.** Managed \$2.5M Agile Custom Application for the short-term loan industry. Recovered a failing project and turned it into a referenceable client. "Our satisfaction with this application doubles daily – President/CEO". Won Ascentium Award for "Most Profitable Project Of 2006". Developed a sales management tool that recognized both Microsoft and Non-Microsoft revenue, budget, and actuals by projects by organizational element x technology mix. The tool also provided organizational contact, plus the internal management (engagement, business development, and project management) for all company projects. Additionally, provided senior management mentoring and coaching to staff at all levels.

2004 to 2006

**SENIOR VICE PRESIDENT, CORPORATE STRATEGY, COMPUDYNE - PUBLIC SAFETY & JUSTICE, INC.** Authored "CompuDyne Software Tollgate Methodology" a complete software life cycle methodology based on personal Intellectual property for controlling the evolution of corporate readiness to provide high quality products and services resulting in higher Client Endorsement. Has been accepted as a mandatory process. As acting **VP Marketing**, managed all marketing activities including marcom, annual user's group meeting, steering Committees, branding, and product management. Guided the evolution of an integrated set of product roadmaps (>20) to support current and future products. Introduced the concept of Best Practices Systems.

Provided Integration Management for three multi-million dollar technology acquisitions; all are cornerstones for the next generation (services oriented architecture) application platform. Provide Strategic planning consultation to CEO and executive staff on current product development, next generation deployment, organizational development, and project management. Led the definition and development of an Independent Sales Channel program capable of supporting multiple products and partners.

- 1999 to 2000 **VP CLIENT SERVICES, TIDEMARK COMPUTER SYSTEMS** Re-aligned Professional Services, Implementation Services, Customer Support, Documentation & Training, and External Support Services to support three business models (Enterprise, Best Practices, ASP). Includes P&L responsibility for Service component.
- 1997 to 1999 **SR. DIRECTOR CLIENT SERVICES, CAPTURA SOFTWARE INC.** Responsible for ensuring the products, services, and methodologies employed by the company efficiently deliver the company's products. The services team provided process re-engineering, implementation, consulting, technical support, training, and sales engineering support. Those products/services target the Fortune 1000 Utilizing a "Site Package" methodology that I conceptualized and matured.
- 1995 to 1997 **DIRECTOR OF TECHNOLOGY, EXCELL DATA CORPORATION** Facilitated the management of technology in the company as a member of the Business Management Team and co-chairman of the Technical Management Team. On the revenue delivery side of Excell Data I guided the operations of the Packaged Software Services Practice; a multi-million dollar business providing professional consulting, implementation, training, and support services to vertical application vendors. This included Microsoft Corporation (internal sales force automation tool rollout to North America), and Onyx Software (commercial sales force automation tool).
- 1992 to 1995 **FOUNDER, IMPACT INCORPORATED.** Managing partner. Conducted custom competitive and service quality market research geared toward market entry, service quality measurement, and Voice of the Customer™ programs. Collaborated with the University of Santa Clara Marketing Department in an original research project to determine the "Growth Factors" involved in 25 High Technology Silicon Valley Companies. Leveraging this body of knowledge, Impact delivered courses providing insight into strategic, growth traps, customer relationship management, service quality, and alliance formation. Other initiatives addressed competitive dynamics of internet time, creating new market space, and the pursuit of excellence.
- Previous Experience **GENERAL MANAGER, ITP SYSTEMS** Successfully opened a west coast office to support Boeing Company with Oracle based Factory Automation software for Cell Control and Material Handling. These products were a critical part of a custom system developed over a 3 year period. The development resources were remotely located on a Boeing site. The results, approximately 1.1 million lines of code integrated into the application. Our focus on the customer yielded a 60% increase in labor revenue, 30% PBT, 75% increase in license fees. Chief of Operations for PlantStar, Inc. a wholly owned subsidiary. Responsible for complete evaluation of all corporate operations in a turnaround situation. Recommended ceasing operations saving the company \$1.5M current year expense & obtained \$1M in revenue from sale of product lines.
- VP ENGINEERING, SYMBOLICS INCORPORATED.** Responsible for directing all product development and support organizations in a \$125M Lisp Based Workstation Company. This included four product family's utilizing an integral Lisp operating system, operating in California and Massachusetts at three sites.
- DIGITAL EQUIPMENT CORPORATION.** Senior Engineering Manager responsible for the first MicroVAX product, Fastest VAX System Development, 1st VAX on the QBus, 1st VAX to utilize Custom VLSI, First use of MicroVMS. Engineering Manager responsible for VAX 11/750 development program, 1st VAX to use Gate Arrays, Managed product through domestic and European introductions and associated manufacturing certifications. Program Manager, directed the VAX Program Office. Responsible for providing program management and coordination support to the initial VAX/VMS development groups.

**EDUCATION:** Business (not complete), Clark University, Worcester, MA  
Extensive continuing education initiatives

## Chronological Employment History

Date	Company	Role
2007 - 2009	Syscon Justice Systems, Inc., Richmond, BC, Canada	SVP Strategy
2006 - 2007	Ascentium Corporation, Bellevue, WA	Principal Consultant
2004 - 2006	Compudyne Public Safety & Justice, Fremont, CA	SVP Corporate Strategy
2000 - Present	L. F. Coppenrath & Associates, Kent, WA	Managing Partner
1999 - 2000	Tidemark Computer Systems, Inc., Seattle, WA	VP Client Services
1997 - 1999	Captura Software, Inc., Mill Creek, WA	Sr. Director Client Services
1995 - 1997	Excell Data Corporation, Bellevue, WA	Director of Technology
1992 - 1995	Impact, Inc, Federal Way, WA	Founder
1988 1992	ITP Systems, Inc., Cambridge, MA	General Manager
1984 -1988	Symbolics, Inc, Cambridge, MA	VP Engineering
1976 - 1984	Digital Equipment Corporation, Maynard, MA	Sr. Engineering Manager,