

# Larry Treas CV Resume

## Personal Details

Larry Treas is CEO and President of multiple companies devoted to telecom and technology consulting, solutions and education. He has over 35 years of experience in the Information Technology and Telecom industries and is an expert in identifying Business Trends.

## Education

Bachelor of Science, Electronics Engineering Technology (EET), Oklahoma State University

## Professional Experience

- ◆ Dagger Guild, Oklahoma City, OK – Founder & CEO, 2017 to Present  
Dagger Guild is everything telecom enterprise management; assisting corporations both large and small with robust and hands on telecom management through collaboration, mentoring, training, intel and 1-on-1 resources
- ◆ The Michael Group, Oklahoma City, OK - President & CEO, 1985 to present  
Telecommunications consulting firm providing integrated services across diverse clients and industries
- ◆ Experica LLC, Oklahoma City, OK - President & CEO, 2014 to present  
Consulting Analyst Group of Mobility Experts focused on helping clients optimize business and technology operations
- ◆ Zion Consortium LLC, Oklahoma City, OK - President & CEO, 2012 to present  
Provides analysis and assistance for companies purchasing wholesale rates for International services in the mobility field

## Detailed Achievements

- ◆ Conceptualized, built, and launched company from inception to \$2M in revenues and 12 staff members
- ◆ Developed global client portfolio of high-profile companies, including ConAgra Foods, Devon Energy, CEMEX, Chicago Mercantile Exchange, US Foods, McJunkin Redman, Citrix Systems, Interpublic Group of Companies, Verizon Wireless, and HCA
- ◆ Developed award-winning technical software relating to Long Distance Telecom Audits
- ◆ Developed award-winning software and web application relating to Wireless Call Accounting (now known as Mobile Expense Management (MEM))
- ◆ Served as Interim IT Manager for a client with revenues of approximately \$100 million, implemented Microsoft Solutions Framework (MSF), developed a strategic plan, supervised development of a technical training process for the IT staff

- ◆ Managed installations for organizations encompassing as many as 240 locations
- ◆ Performed audit/analysis of telecom invoices, securing tens of millions in refunds and generating 20% to 50% in client savings
- ◆ Coordinated and directed installation and maintenance of telecommunication systems for organizations ranging from enterprise-level to mid/small-sized companies
- ◆ Spearheaded Experica spin-off organization, providing telecom businesses with analyst services within the mobility industry. Informed them of industry developments, where their service or product fit within the industry and how they could improve their sweet spot
- ◆ Served as an Expert Witness for a National telecom equipment manufacturer

### **Telecommunications Skills**

- |                                     |                        |                            |
|-------------------------------------|------------------------|----------------------------|
| ◆ Telecom Expense Management (TEM)  | ◆ VOIP / SIP / PSTN    | ◆ Service Optimization     |
| ◆ Mobility Expense Management (MEM) | ◆ Contract Management  | ◆ Policy Development       |
| ◆ Distributed Antenna System (DAS)  | ◆ Structured Cabling   | ◆ Cost Reduction / Audit   |
| ◆ Data / Wide Area Networks         | ◆ Contract Negotiation | ◆ RFPs / RFQs / RFIs       |
| ◆ Unified Communications (UC)       | ◆ ROI Calculations     | ◆ Project Management       |
| ◆ Cloud Computing                   | ◆ Benchmarking         | ◆ P-t-P Wireless           |
|                                     | ◆ Cellular / Wireless  | ◆ Continuity Planning / DR |
|                                     | ◆ Satellite            | ◆ IT Services              |
|                                     | ◆ Long Distance        | ◆ Project Management       |

### **Types of Engagements**

- ◆ Technology Consulting
- ◆ Business Consulting
- ◆ Business Integration / Integrator
- ◆ Analyst Services
- ◆ Data Analytics

### **Awards and Honors**

- ◆ Innovator of the Year - Technology Ingenuity and Innovation, The Journal Record, Oklahoma City (two-time winner)
- ◆ Executive of the Year, Oklahoma City Chapter of IAAP, 2007 - 2008

## **Certifications**

- ◆ Rolm (8,000, 9,000) Applications and Traffic Engineering Certification
- ◆ Nortel Applications and Traffic Engineering Certification
- ◆ Siemens Applications and Traffic Engineering Certification
- ◆ Priority Management Certification
  - Time Management
  - Project Management

## **Volunteering**

- ◆ Blueprint for Business (BP4B) Entrepreneurship Mentor
- ◆ FCC Consumer Advisory Committee - Past Member
- ◆ FCC Advisory Sub-Committees - Consumer Complaints Education, Outreach Working Group, and Truth-in-Billing – Past Member
- ◆ EET Industrial Advisory Council, OSU – Member since 1996 – Chairman 2015 - 2017
- ◆ Francis Tuttle Technology Center, Oklahoma City, ISM Program Advisory Committee, Member since 2002
- ◆ Head Boys Basketball Coach at Southwest Covenant School for 7-8<sup>th</sup> graders for two years and high school for 2 ½ years.

## **Memberships**

- ◆ Society of Telecommunications Consultants (SCTC) – Active Member since 1993, Past Vice-President and Treasurer
- ◆ State Chamber of Oklahoma Technology Committee – Member, 2010 - 2014

## **Consultant Liaison Program Member (Past, Present)**

- |                |            |           |
|----------------|------------|-----------|
| ◆ AT&T         | ◆ Mitel    | ◆ Sprint  |
| ◆ Avaya        | ◆ NEC      | ◆ Toshiba |
| ◆ MCI Worldcom | ◆ Nortel   | ◆ Verizon |
| ◆ Cisco        | ◆ Rolm     | ◆ Visage  |
| ◆ Siemens      | ◆ Shoretel |           |

## **Presentations/Publications**

- ◆ *“Understanding Trends, Your Career Depends Upon it!”*, Society of Telecommunications Consultants Regional Conference, Dallas, Texas, April 2018
- ◆ *“Reading the Tea Leaves”*, Society of Telecommunication Consultants Regional Conference, Dallas, Texas, April 2017
- ◆ *“US Enterprise Cellular Market”*, Speaker and Panel Participant, VI Barcelona Telecom Consultants Day, Barcelona, Spain, Feb. 2017
- ◆ *“More and More Data Usage: How Much is Enough?”*, <https://visagemobile.com/how-much-is-enough-data/>, published August 19, 2016
- ◆ *“8 Things Top Telecom Departments Know and Do Well”*, ITEXPO, Ft. Lauderdale, Florida, January 2016
- ◆ *“In-Building Wireless Role in New Building Construction, Multi-Building Campus or Multi-Story Tenants”*, Distributed Antenna Systems (DAS) Summit, January 2009, Scottsdale, Arizona
- ◆ *“How to Develop In-Building Wireless Return-on-Investment (ROI)”*, Distributed Antenna Systems (DAS) Summit, January 2009, Scottsdale, Arizona