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# CHRISTOPHER STRUNK, MBA

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## TECHNOLOGY BUSINESS ANALYST & PROJECT DIRECTOR

*Systems Development / Implementation • Technical & Operational Audits (Internal)*

Financial Services | Education | Government | Retail | Healthcare

Technically sophisticated business management professional, offering 12+ years of in-house and client-based process improvement and systems implementation experience. Expertise leading teams of up to 22 people and budgets up to \$4.3M for Fortune 50 companies with managed assets up to \$2.1T.

End-to-end client delivery specialization focused on product strategy, risk reduction, and regulatory compliance as well as customer need and usage habits. Facilitate balance between project goals and gridlock, while translating business needs into requirements that achieve stakeholder trust and business-side buy-in.

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## PROFESSIONAL EXPERIENCE

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**CITIGROUP, INC**, New York, NY.....2004 to present  
*One of the world's largest financial services firms. Custodied Assets: \$3T. Managed Assets: \$2.1T. Emps: 300,000*

### **Project Director** – Information Technology Services

*Design & Functionality | User Experience | Dependencies Identification | Business & Technical Requirements*

Retained through Manpower, Inc., to support web development for Citigroup's Workforce Investment company. Presently drive projects; bridge communication; mitigate roadblocks; and balance product, legal and strategy priorities across seven (7) internal groups. *Report to director, information technology services group.*

### **Principal roles on three proprietary in-house client-facing web technologies:**

- **New Client Facing Application:** Multi-year, multi-million dollar project to improve competitive offering and increase assets under management.
  - Increased participation adoption by 15% within three (3) months of going live.
  - Reworked enrollment platform from rep-driven to consumer-directed online experience.
  - Streamlined enrollment methodology, decreasing intake questions from 18 to four (4).
  - Retained post go live to prioritize and lead approx \$1M in additional 2009/2010 work.
  
- **Existing Product Enhancement:** Multi-year, multi-million dollar functionality enhancement designed to improve marketplace competitiveness and optimize participant and representative efficiencies.
  - Consolidated disparate transaction functionalities.
  - Decreased participant and representative interaction time 35-40%.
  - Increased rep-led and self-directed completed plans (KPI: 10% over 5 years).
  - Decreased representative costs to service customers (KPI: 6% over 5 years).
  
- **Web Facing Tool Redesign:** Single-year, multi-million dollar project targeting consumers 21-65 years old, prompting action by simplifying user experience.
  - Streamlined design, layout, charts and content to maximize user experience, clarifying participant action plan.
  - Increased completed plans and tool usage 20%.