

# BRENT BIRCH

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## Qualifications Summary

- Focus on organizational success with a leadership philosophy based on promoting employee participation to foster creative problem solving and collaboration.
- Excellent interpersonal and communication skills, with proficiency to instill confidence, build and maintain strategic inter and intra-office relationships.
- Comprehensive knowledge in combining planning with tactical execution to optimize long-term gains in revenues, profitability and performance.
- Provide strategic vision and leadership with a focus on customer service quality and financial performance that drives operational processes, productivity, efficiency and bottom-line improvements.
- Sound ability to set and achieve priorities and manage multiple projects in tandem without sacrificing quality.

**Experience:** *Director, FLEX360 Web Development Firm*  
*Chief Information Officer, Arkansas Business Publishing Group*  
Little Rock, Arkansas  
February 2000 to present

- Conceptualized, started and continue to direct one of Arkansas' leading web design firms from the ground up underneath the Arkansas Business Publishing Group umbrella.
- FLEX360 has designed, developed and continues to work with numerous entities in the public and private sector including Arkansas House of Representatives, Arkansas Department of Education, Centennial Bank, CCF Brands, CDI Construction, Bryant Public Schools, Smith's Consumer Products, Rose Law Firm and 103.7 The Buzz.
- Lead strategic planning and development of numerous browser-based business to business and business to consumer applications with an emphasis on creating business efficiencies and satisfying underserved markets.
- Current responsibilities include managing the FLEX360 sales channel, marketing, strategic client consulting, site conceptualization, financials and management of the team of designers, developers, marketers and project managers.
- Prepare the annual budget and other necessary financial documents as well as monthly financial performance analysis.
- Establish policies consistent with the mission of the company in terms of information security and employee responsibility.
- Responsible for the conceptualization, development, production and maintenance of Arkansas Business Publishing Group's web initiatives namely *arkansasbusiness.com*, *inarkansas.com* and *greenhead.net*.

- Lead a staff of 8 employees with various responsibilities including web design, development, marketing and editorial/content production.
- Serve on the company's executive committee reporting to the CEO and General Manager.
- Oversee company's LAN and WAN infrastructure for an 80-workstation environment running multiple platforms including Windows 7, Windows Vista, Windows XP and Mac OS 10.
- Accountable for the evaluation, negotiation and purchase of all technology-related equipment ranging from hardware, software and other related equipment.
- Editor of Arkansas Business' newest publication, *Greenhead, The Arkansas Duck Hunting Magazine*. Heavily involved in conceptualization, marketing, sales prospecting, editorial content, distribution and the accompanying website, [greenhead.net](http://greenhead.net).

*Business Analyst, ALLTEL Information Services (AIS)*

Little Rock, Arkansas

December 1997 to January 2000

- Served as project lead for the updating and promotion of the videoconference facilities across the entire ALLTEL Corporation.
- Provided project organization and day-to-day administration for the Sales Force Automation (SFA) project and Lotus Notes rollout across the enterprise. Responsibilities included management of the project plan, publishing project documents, organization of team members and direct contact with all technological expertise and teams participating in the project.
- Appointed general technical lead during the SFA project by serving as the central contact for all technology related portions of the project including Lotus Notes, the SmartSel application, ALLTEL Remote Access System (RAS), user PC requirements/upgrades and LAN/WAN connectivity. Supplied Lotus Notes support and database design capabilities to West Campus Notes Support Group during the rollout of Lotus Notes. This support was provided in conjunction with the previously mentioned SFA project.
- Served as a core team member and lead vendor contact for the selection of the AIS Time Entry solution to supplement the JD Edwards accounting system. Responsibilities included development of corporate requirements, vendor selection, publishing project documents, vendor demo scheduling and development of a product-scoring model. Project has evolved into the Resource Management Initiative within ALLTEL.

*Treasury Analyst, Fairfield Communities, Inc.*

Little Rock, Arkansas

December 1996 to November 1997

- Responsible for analyzing Fairfield's long and short term borrowing and investing requirements.

- Developed strategies to minimize the cost of borrowed funds and maximize return on invested funds.
- Served as project leader for the design and implementation of an automated cash flow reporting system.
- Coordinated communications with financial institutions providing the status of company activities compared to required operating limits.
- Prepared and analyzed borrowing base and debt servicer reports for Fairfield's outstanding credit facilities.
- Evaluated contract receivable activity and determine impact to Fairfield's borrowing capacity.

*Internal Auditor-Level 2, Boatmen's Bancshares, Inc.*

Little Rock, Arkansas

July 1993 to November 1996

- Served as Auditor-in-Charge for corporate audits such as Bank Investments, Loans, Operations, Boatmen's Investments, Inc., Community Banks, Information Systems, Logical Access, Cash Management, Boatmen's Mortgage Co., and conversion issues related to the Boatmen's merger.
- Participated in compliance projects dealing with government regulations concerning holding companies and banks.
- Used written and oral communication skills to convey audit objectives and findings to Executive Management including the Board of Directors.

**Education:** University of Arkansas, Fayetteville, Arkansas  
Bachelor of Business Administration, May 1993  
Major: Finance/Banking

**Activities:** Lettered in Varsity Baseball for the University of Arkansas – 1990-1993

- Gained valuable experience through baseball by interaction, travel, competition, and leadership.
- Played on Southwest Conference Championship team in 1990, #1 seed at NCAA Midwest Regional, 1992 and 1993 SEC Tournament.
- 1993 Bill Dickey Scholarship awarded by Stephens, Inc. to the outstanding senior baseball player at the University of Arkansas.

Member, The Rotary Club of Little Rock, Club 99 and a Paul Harris Fellow

Graduate of Class XXV, Greater Little Rock Chamber of Commerce's Leadership Greater Little Rock program

Volunteer with non-profit Ace for the Cure event and St. Vincent USTA Men's Pro Circuit Tennis

Featured speaker at the Cal Ripken Southwest Baseball Regional

Numerous media and public speaking appearances discussing technology, Razorback baseball and duck hunting

Hobbies include coaching youth sports, competitive tennis, fishing, waterfowl hunting, dove hunting and turkey hunting.

## **References:**

### **Jeff Hankins**

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