

TONY PARHAM

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PERFORMANCE SUMMARY

Innovation & Strategic Revenue Growth - Cultivated key relationships within Massachusetts (MA) Governor's Cabinet of eight Secretaries and 141 Agency Heads to propagate innovation in MA government. Identified and created strategic business plans which generated funding for eight opportunities. (One project delivered \$7 million annual increased revenue from a \$1 million investment.)

Go-to-Market Strategy & Product Management - Spearheaded product strategy for Lotus Notes and UNIX products by leading market research and pricing initiatives. Guided product directions for Research and Development (R&D) group. Recognized for PC Magazine's "Editor's Choice" Award, Open Computing Magazine's "Product of the Year," and Business Week's "Product of the Year." (Installed base doubled to 1.4 million licenses.)

Business Process Optimization & People Builder - Leveraged 27 web programs for IBM to gain a \$300 million ROI by launching and streamlining e-commerce and web initiatives. Led cross-functional collaboration of 310 employees (\$42 million budget) driving significant cost savings and incremental revenue to the bottom line.

- Executive Level Business Management
- Innovation Strategies
- Financial Budget & Analysis
- Strategic Partnership Development
- Strategic Business Planning
- New Product Development
- Global Program Management
- Solutions Development
- Marketing & Product Management
- Emerging Technologies
- People Management
- Cross-functional Team Leadership

EDUCATION

M.S., Management, MIT Sloan School of Management, (Marketing, Strategy, Entrepreneurship), Cambridge, MA
Seley Scholar (Sloan's highest honor)

M.S., Computer Science, University of Southern California, Los Angeles, CA

B.S., Computer Science, Massachusetts Institute of Technology, Cambridge, MA

PROFESSIONAL EXPERIENCE

FIDELITY INVESTMENTS, Durham, NC

SVP, Head of Core Sales Optimization, Workplace Investing Business Unit, November, 2023 - Present

Leading initiatives to rapidly scale sales to small businesses in the "Core Market" -- i.e. businesses with \$1M-\$50M in Assets Under Administration (AUA).

Senior Vice President, Head of Sales Innovation, Workplace Investing Business Unit, June 2021 – October, 2023

Led new sales enablement team to drive differentiation, automation and digital engagement. *Sample team results:*

- Customized or formatted 295 market client presentations, 411 RFP covers, 1,500 RFP responses in one year.
- Launched initiative which enhanced cross-selling procedures by adding outbound calls to email campaigns.
- Created roadmap for virtual, hybrid and Virtual-Reality customer experiences.
- Executed Sales enablement programs: In 1 year delivered 28 communications, covering more than 140 updates.
- Launched programs to increase sales-deal participation for Advisors and Third Party Administrators (TPAs).

Vice President, Innovation & Strategy, Fidelity Labs | FCAT, December 2015 – June 2021

- Managed RFP process, vendor analysis and strategic planning for components of new, cloud-based service offering.
- Launched and led external technology event series to enhance Fidelity's brand in North Carolina region. For 2019 ran four events totaling 465 attendees, external Net Promoter Scores (NPS) from 71 to 75 and 387K views of content.
- Designed the Incubators process for cultivating and filtering potential new offerings.
- Filtered thousands of promising new business opportunities to incubate one as an Entrepreneur-In-Residence.
- Researched and created a detailed business plan for new \$50 million - \$100 million business opportunity.
- Managed Spigit innovation crowdsourcing platform, winning excellence award for best usage in Fortune 500 firms.
 - Executed 40+ campaigns per year. (An example yielded \$36 million in cost savings via process efficiencies.)
- Launched curriculum, training, and coaching programs to cultivate "Innovation DNA" in culture enterprise-wide.
- Patents Program cultivated employee patent filings; Net Promoter Score (NPS) = 51; Crossed 200+ patents threshold.
- Served as presenter to give FCAT / Fidelity Labs overview to key Fidelity customers, including Agilent Technologies, Altria, American Airlines, Duke University, First Citizens Investor Services, United Airlines, and Walt Disney.

COMMONWEALTH OF MASSACHUSETTS, Boston, MA

Government Innovation Officer (GIO), July 2012 – December 2015

- Served in the first-ever role as Commonwealth's first Chief Innovation Officer (CINO) to cultivate a strategic business mindset chartered with transforming, aligning, innovating, and driving business solutions.
- Recommended business process optimizations for a \$36 billion entity with 141 Agencies and 67,000 employees.
- Received national award for "the best and brightest who make government more effective."
- Focused on enhancing the customer experience (internal and external customers), creating business efficiencies, and re-shaping the enterprise into a digitally-forward organization.
- Partnered with the Governor and key executives to champion innovation and lead change management.
- Conducted extensive research across verticals to understand customer needs, identified pain points, and prioritized solutions to optimize business processes.
- Created a nimble team of Innovation Fellows who identified and launched digital solutions and innovative projects.

CROSS TECH VENTURES, Canton, MA

Chief Technology Officer & Executive Director, September 2010 – July 2012

- Directed vision and strategy for key business units in a venture investment portfolio which specialized in disruptive technology ideas in SaaS, Mobile, Pharma, Data, and Social verticals.
- Led technology evolution for *Clintara*, supporting a revenue increase from \$3.5 million to \$6 million for the company's SaaS offering to pharmaceutical and clinical research industries, facilitating clinical trials.
- Identified and promoted relevant new technologies and products, including mobile/smart device integration.
- Owned product roadmap by driving competitive market analysis, strategic positioning, and product marketing.
- Led business strategy, marketing, and product management for *New Marketing Labs*, a premier digital marketing, strategy planning, and social community engagement firm.
- Defined product roadmap for a new corporate social media Dashboard to provide businesses with monitoring and ROI analysis across social media platforms.
- Fostered customers relationships, building corporate strategies for digital marketing and social media activities, including content management strategy for Twitter, Facebook, Blogs, Online Video, and Influencer Outreach
- Managed marketing and business development activities (in conjunction with *KMS Media Partners*) to identify leads, cultivate prospects, and generate incremental revenue.
- Hosted *NML TV*, a cutting-edge Internet TV program educating marketing professionals regarding best practices in digital and social media marketing.

TKG MANAGEMENT CONSULTING, Boston, MA

Managing Director, Founder – Technical/Strategy Consultant, July 2005 – December 2015

- Performed product assessment and analysis to create a go-to-market strategy for a technology startup product.
- Developed business value proposition, strategic product positioning with deep knowledge of product landscape to present recommendations to Venture Capital funders, Board of Directors, and key executives of a database marketing services firm.
- Provided business plans, marketing plans, HR initiatives, strategies and executive coaching for new ventures, not-for-profit agencies, and Fortune 100 companies.

BOARDS & PROFESSIONAL ACTIVITIES (Excerpts: current/past)

Fidelity Investments, North Carolina Regional Leadership Team

William Peace University, Board of Trustees

Council for Entrepreneurial Development (CED), Board of Directors

MIT Sloan School of Management, Board of Governors; Guest Lecturer; Curriculum Redesign

Triangle Tech Speaker Series, Leader / Co-Founder

Governor's Council for Innovation, Commonwealth of Massachusetts, Chair

National Association of State Chief Information Officers (NASCIO), Speaker

Massachusetts Digital Government Summit, Advisory Board; Speaker

Axiom Entertainment Group, Chairman