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## Secondary – J. Walter McCraig – Senior Analyst



Senior Analyst with 19 years industry experience.

“It takes a good team to make a real team effort.”

### Personal Characteristics

- 42-year old Senior Analyst from Boston, MA., with 19 years experience.
- Master of Business Administration, Magna Cum Laude, Suffolk University, Boston, MA May 2005; Bachelor of Arts in Communications and Public Relations, State University of NY, Geneseo, NY 1985
- Mini resume:
  - The Gillette Company, Boston, MA 2002 – 2006 - Senior Technical Analyst, New Technology Introduction and IT Standards. Company has over 28,000 employees and annual revenues of over 10 billion dollars. Project Manager of global upgrade of 18,000 business users to Microsoft Office 2003 Suite (Word, Excel, PowerPoint, Project, Visio and Access). Managed the critical path of the 7.5 million dollar project to completion on time and 8% under budget. Project received a 97% user satisfaction rating from end users. Reduced overall support costs and improved agility/stability of the IT environment by optimizing technologies in use. This resulted in a reduced number of applications in use by 51%. Designed workflow in Lotus Notes process to manage software lifecycle globally. Developed and managed governance process for over 1000 annual requests to deploy software electronically.
  - Nature’s Trees, Inc., Bedford Hills, NY 1990 - 1998 Director of Marketing and Public Relations - Increased sales by 20% annually. Managed \$700K budget for all marketing, public relations and print purchasing for seven branch offices. Developed key strategic relationships with Pepsi Cola and IBM companies in creating and co-sponsoring events to generate and enhance company image in the local communities. Established high level advisory board to open the Lasdon Estate to the public and create the Westchester County Arboretum.
  - Hewlett-Packard Company, Purchase, NY 1987 - 1990 Marketing Communications Representative
- Experienced in managing large enterprise IT innovations, software lifecycle development and architecture; Experience in several enterprise system and network platforms; Experience with prototyping, demonstration building and simulation tools. Strong interpersonal skills with the ability to influence without direct authority, especially credible with deep-technical as well as business savvy people; Consensus builder who is able to work with multiple constituencies and build relationships; Strong communication skills: both written and verbal.
- Eventually would like to move into a vice-presidential role to leverage business management education and skills.

### Work Environment

- JK Enterprises is a large enterprise conglomerate with 300,000 employees.
- Mr. McCraig is a senior analyst in the financial division of JK, primarily responsible for internal IT accounts.
- Interfaces with IT management and technicians, as well as the legal department and external contractors in negotiating hardware and services in support of internal operations.
- Keeping all projects on time and under budget is a primary concern for Mr. McCraig.
- Mr. McCraig has a team of 3 analysts working under him.

## **Goals**

- Mr. McCraig kind of rests on his laurels to a degree. He likes to be surrounded by motivated teams and systems that will not compromise the career momentum achieved thus far. He has no patience for fumbling with a technology that is not easy or clear in its configuration and usage.

## **Why this Persona?**

- Mr. McCraig will be a frequent end user of our product, however he has an advanced skill set. We need to accommodate him with features he needs, but he is a secondary persona because we don't need to cater to him; if he doesn't understand something he can either figure it out, or get someone to figure it out for him.