

ROBERT R. ROTH JR.

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PROFESSIONAL SUMMARY

Strategic Sourcing and Telecommunications executive with significant experience in the Media and Entertainment industry. Recognized ability to develop and implement strategic sourcing strategies for IT services, build successful vendor partnerships, and drive cost reduction. Extensive experience in contract negotiation and compliance, and international business development. Additionally skilled at maintaining and enhancing strong vendor relationships through the deployment of vendor stewardship techniques. Areas of expertise include:

- Cross Functional Team Leadership
- Delivering Exceptional Results
- Project Management
- Process Development and Efficiencies
- Outsourced Relationship Management
- Team Development & Consensus Building
- Supplier Consolidation & Cost Analysis
- Service Delivery Improvements

PROFESSIONAL EXPERIENCE

Viacom / MTV Networks, New York, NY

1994 - 2011

VP Strategic Sourcing – Technology (2007 – 2011)

Created and implemented ROI driven strategic sourcing strategies for Technology services and managed key vendor relationships companywide. Developed and maintained the stewardship of global business partnerships, including the evaluation of potential suppliers, contract negotiation and compliance, performance monitoring and governance. Optimized buying leverage by influencing a Technology spend of over \$50 million.

- Delivered consolidated savings of \$7 million by negotiating and implementing a \$20 million HP Managed Print Service that right-sized corporate printer fleet by 50%, centralized management, streamlined workflows, implemented cost controls, and supported green initiatives.
- Optimized outsourced applications development and infrastructure support programs in India, Belarus, and Argentina by consolidating vendors, realigning 75% of offshore initiatives with five strategic suppliers, creating a competitive landscape, and implementing governance programs.
- Produced \$0.5 million in annual savings by procuring and implementing a global Verizon MPLS data network that consolidated five legacy networks worldwide across all divisions, increased overall bandwidth 20%, added ten locations, and improved network efficiency.
- Generated a savings of \$1 million per year by renegotiating and realigning companywide wireless agreements with Verizon Wireless, AT&T Mobility, and Sprint.
- Saved \$1 million annually by replacing in-house copy center with outsourced service, providing enhanced printing and scanning services.
- Conceptualized and delivered with a strategic partner a corporate digital print facility to utilize the latest photographic print technology to support the development of creative content.
- Partnered with the MTV Networks channels to leverage IT relationships with major advertisers for the development of strategic partnerships and reciprocal buying opportunities.
- Developed a vendor management office to create and manage enterprise agreements, onboarding and workflow processes, rate cards, innovative business opportunities, and long term strategies.

Viacom / MTV Networks (continued)

VP Telecommunications (2001 – 2007)

Managed Corporate Telecom department of 45 global staff, with responsibility to conceptualize and direct the implementation and management of telecommunications and cable television systems, structured cabling infrastructure, disaster recovery networks, and service operations worldwide. Developed long range strategic plans for public and private networks, operational methods and procedures, and preventative maintenance practices for Viacom, MTVN, Showtime and CBS offices internationally.

- Engineered and implemented a 3 year convergence strategy that transitioned 21 domestic and international locations from a PBX infrastructure to VoIP telephone systems.
- Negotiated three consecutive 2-year corporate long distance agreements, each representing a conversion to a new carrier with savings of \$1+ million.
- Saved over \$5 million in annual transmission and corporate travel expenses with the design and management of a worldwide network of 140 IP videoconference systems to accommodate over 750 monthly multi-media meetings.

Director Telecommunications (1994 – 2001)

Directed Corporate Telecom department operations with responsibility for design, procurement, contract negotiation, and installation of telecommunications, CATV, and structured cabling systems for over 3 million square feet of office space worldwide.

Communications Engineering Inc., New York, NY

1986 - 1994

Senior Consultant

Led a wide range of consulting projects including telecommunications systems design, selection and implementation, traffic engineering and long distance analyses, user feasibility studies and operational reviews, voice & data structured cabling systems design, and generation of new business.

NYNEX, New York, NY

1982 - 1986

Design Engineer

Managed the design and maintenance of telephone cable plant and equipment in the WTC and West Street central office districts, including the restored South Street Seaport and Chinatown areas.

EDUCATION

B.S. Industrial Engineering, Lehigh University, Bethlehem, PA
BICSI Registered Communications Distribution Designer (RCDD)

PROFESSIONAL SPEAKING

IDC IT Efficiency and Sustainability Conference, London, UK – “*Viacom’s Transition to MPS*”
Disaster Recovery & Aerospace Defense Conference, Jerusalem, Israel – “*Business Continuity for Viacom Infrastructure Post 9/11*”
ShoreTel Annual Global Partner Conference, Scottsdale, AZ – “*VoIP Experience at Viacom*”

CIVIC INVOLVEMENT AND INTERESTS

President Little League Board of Directors
Skyline Ridge Neighborhood Association Board of Directors
Golfing, Triathlons, Advancement of Youth Sports