

BERIC MAASS

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WHO I AM:

A SENIOR TECHNICAL SERVICES MANAGER with years of experience building and running effective, profitable and highly respected technology-based services organisations.

TECHNICALLY ADEPT, having supported complex solutions based on Enterprise Critical software environments. KNOWN FOR MY CONSIDERED APPROACH to complex issues, with a passion for building deep relationships with customers, and I'm regarded as a substantial asset to the sales organisation, especially in big, complex accounts.

WHAT I DO:

WORKING INTIMATELY WITH THE LEADERSHIP TEAM, I build/rebuild the services organisation so that it is a huge asset to the business. That includes:

- a technical team that shines in front of customers (whether it is pre or post sales);
- a technical organisation that is highly accountable as a result of customer oriented measurement systems;
- a services organisation that can add value, revenue and profits to the business;
- a team comprised of cross-departmental resources, 3rd party providers including international partners

PARTNERING WITH THE SALES TEAM, I evangelise and advance sales through a deep understanding of requirements grounded in decades of customer facing experiences, creating high-value relationships.

LEADING FROM THE FRONT, I provide the necessary 'line of sight' to focus my team on organisational priorities and goals, driving alignment and exceeding expectations.

PROFESSIONAL EXPERIENCE

TRI-M TECHNOLOGIES INC. – DIRECTOR OF TECHNICAL SERVICES
Manufacturing Power and Computing Solutions for Harsh Environments

2010 – 2012

Roles: *LEADERSHIP* – add value to the Leadership Team, incorporating years of Enterprise and Government experience; *TECHNICAL SUPPORT* – build an intensely customer-focused Support organisation that differentiates Tri-M's offerings in the embedded computing market place; *ENGINEERED SYSTEMS* – establish a Line-of-Business to leverage and integrate the company's highly respected OEM products and existing supply chain; *OPERATIONS (INTERIM)* – guide the manufacturing team through short-term change and resolve offshore manufacturing concerns.

REPORTING TO THE CEO, ESTABLISHED ENGINEERED SYSTEMS (incl. high level systems integration) capabilities that opened up a whole new market for the business;

LAUNCHED AN ULTRA-RESPONSIVE SERVICES ORGANISATION that could provide hardware and software support for Tri-M's international military, government, industrial and commercial customer base;

ESTABLISHED PERFORMANCE MEASUREMENTS SYSTEMS designed to support Tri-M's goal of being the customer service leader in the embedded computing marketplace, resulting in 95% reduction in RMA aging;

HELPED THE COMPANY land 3 major mining ISV customers by providing credibility for the company's technical, project management and service & support capabilities;

REBUILT the services organisation to align with the company's Brand Promise of an 'Exceptional Customer Experience';

AS A MEMBER OF THE LEADERSHIP TEAM, participated in the re-launching and restructuring of a 20+ year old technology company to match new markets, new geographical regions and new customer demands.

SUN MICROSYSTEMS OF CANADA	1990 – 2009
<i>A leading edge provider of Enterprise Critical hardware and software solutions</i>	
DISTRICT TECHNICAL SERVICES MANAGER (WESTERN REGION)	2007 – 2009
REGIONAL CUSTOMER SERVICES MANAGER (PACIFIC REGION)	2002 – 2007
CUSTOMER SERVICE MANAGER (BC DISTRICT)	1999 – 2002
INDIVIDUAL CONTRIBUTOR (MULTIPLE)	1990 – 1999

Roles: *MANAGEMENT* - responsible for strategic and day-to-day operations of Sun's western Service Support and Delivery organisation; recruiting, coaching, employee development; Business Intelligence analysis to drive team alignment with key priorities; primary customer contact and incident management; *INDIVIDUAL CONTRIBUTOR* – through a variety of positions responsible for the delivery of services exceeding customer expectations, positions included System Support, Software Support, Partner Support and Fly-and-Fix.

THREE TIMES NOMINATED for 'STARS Award' (Sun's President's Club), twice selected;

DEMONSTRATED EFFICIENT AND EFFECTIVE operational management, measured by:

- highest revenue-to-headcount ratio, double the Canadian organisation;
- tactical leadership of direct support activities, servicing a \$27M customer base;
- managing headcount through 100% revenue growth;
- recognition for achieving high levels of Customer and Partner satisfaction;

WORKING CLOSELY AS MEMBER of the Canadian Management Team, realised goals of exceptional customer service through:

- successful implementation and management, transitioning direct support organisation to a highly leveraged partner model;
- mentoring a staff of 24 direct and partner employees across 3 time zones, 6 service centres;
- leading improvements in employee satisfaction;

DROVE IMPROVEMENTS to bottom line and operational excellence, through:

- leadership of project resulting in \$4.9 million in savings to the company, driving 24% savings on a cost-per-part basis across Sun Canada;
- management of project resulting in Canadian Services organisation earning prestigious JD Power & Associates Certification;
- doubling of Services revenue from Region's largest customer through introduction of Sun's premier support offerings;
- facilitation of necessary process improvements required to accommodate BC's Freedom of Information and Protection of Privacy Act, and continued to act in advisory capacity to other Canadian regions facing similar challenges;

TECHNICAL CONTRIBUTIONS that included:

- creation of 'XLink', an electronic data interchange package for Sun's Service Partners, networking Sun and it's partners using off-the-shelf components and software; published paper for internal audience;
- development of reports consolidating data from a variety of sources: "home-cooked", Sybase and Oracle, using sql and UNIX utilities;
- development of a perl application to report on and maintain remote inventory locations;

DIGIDYNE, INC. – TECHNICAL SERVICE MANAGER 1990
A national reseller of Open Systems hardware and test equipment

ESTABLISHED THE WESTERN REGIONAL SERVICE CENTRE in support of DigiDyne's computer peripheral product line, charged with responsibility for all aspects of Business Development and Strategy

DEVELOPED NECESSARY PARTNERSHIPS in support of third-party maintenance strategies

UNIVERSITY OF BRITISH COLUMBIA – ENGINEERING TECHNICIAN 1987 – 1990

DEEP KNOWLEDGE OF DOS, and working knowledge of MacOS, SunOS, several programming languages and VAX/VMS were key contributors to success

DEVELOPED IN-HOUSE INVOICING SYSTEM, providing full database characteristics for improved asset management, service and billing histories

DEVELOPED AND MARKETED a PC/AT upgrade program to the campus community, exploiting the absence of an established IBM upgrade path. Unique to the program was a piece of – assembly language – software developed to integrate new hardware, resulting in an entirely new revenue stream

PROFESSIONAL DEVELOPMENT

CONTINUOUS DEVELOPMENT 1990 – 2012

Courses/Seminars

Veritas Advanced NetBackup, Performance Tuning • Oracle PL/SQL, Administration, Parallel Server • various Sun Sigma courses • PSPI (Problem Solving, Process Improvement) • Management Excellence – Leading Top Talent • Behavior Based Interviewing • The Leadership Path (2 yr. Forrest & Co.) • ITIL Foundation Certification (2007) • Intro to Solution Selling

VANCOUVER CITY COLLEGE 1986 – 1987

Certificates in Basic and Computer Electronics

graduated at the top of courses with a 4.0 GPA • awarded prestigious Dean's Pin for Academic Excellence

DEPARTMENT OF NATIONAL DEFENSE 1982 – 1984

Canadian Armed Forces – Air Force

completed Basic Officer Training • completed 3rd Canadian Forces Flight Training School