

# BJORN AUSTRAT

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## ASSOCIATE PARTNER – STRATEGY & TRANSFORMATION

TELECOMMUNICATIONS & MOBILITY | CLOUD STRATEGY & BIG DATA MONETIZATION  
INNOVATION MANAGEMENT | BUSINESS DEVELOPMENT

Widely recognized consulting practice and thought leader with 18 years' experience partnering with senior management teams in Fortune 500 companies to develop and implement fully integrated business and technology strategies that drive innovation, profitability and growth. Client-focused with outstanding success in earning immediate credibility, building productive relationships and delivering results with maximum ROI to create continuous, profitable engagements.

- Business Strategy Development
- Global R&D
- Comprehensive Product Strategy
- Team Building & Mentoring
- Executive & Board Communication
- Cross-functional Leadership
- Client Relationship Management
- Multi-channel Service Strategies
- International Business Relations

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## SELECT BUSINESS RESULTS

- **Efficient Global Product Development:** Achieved 45%+ cost efficiencies through fully integrated global product development and strategy teams. Orchestrated knowledge acquisition and transfer, team integration and intercultural communication to enable seamless 24/7 distributed Agile design, development, testing and launch.
- **Accelerated Business Transformation:** Successfully steered 15+ enterprise transformation initiatives for diverse semiconductor, software and communications companies through advanced innovation and executive alignment methodologies.
- **High-ROI Cloud & Big Data Strategies:** Unlocked operational savings and revenue growth opportunities of \$50M+ at major North American telecommunications providers through breakthrough Cloud and Big Data strategies to enable optimized cross-channel interactions throughout entire customer life cycle.

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## LEADERSHIP EXPERIENCE & CAREER HIGHLIGHTS

IBM, GLOBAL BUSINESS SERVICES | NEW YORK, NY

2013 – PRESENT

*Largest technology and consulting provider in the world delivering complete product and services solutions with more than 430,000 employees in 170 countries.*

### Associate Partner, Strategy and Analytics Practice

Design and deliver high-ROI strategy and technology solutions to major global telecommunications providers with focus on Big Data monetization, cloud computing strategy, commerce transformation and cross-channel sales/service optimization.

- Enhanced next-generation retail transformation strategy for \$20B disruptive communications company to drive fully integrated, seamless cross-channel customer experience.
- Strategically transformed online, contact center and in-store customer engagement model as well as sales and service processes for leading North American communications provider with potential annual ROI of \$50M+.
- Identified as high potential and key successor to select group of Lead Account Partners dedicated to firm's largest high-profile client.

GLOBALLOGIC | NEW YORK, NY

2012 – 2013

*Full life cycle provider of globally distributed product innovation, R&D, quality engineering and support services.*

### AVP, Client Partner

Provided executive leadership for key named accounts with total revenue line of \$8M+ and aggregate team size of 150+ onshore and offshore associates.

**GLOBALLOGIC CONT'D...**

- Successfully won new network security account with projected contract value of \$3M+ in competitive bid environment against key competitor and incumbent.
- Increased revenue by 30% in core \$5M account and provided executive direction and mentoring to lead account partner team.

**WIPRO CONSULTING SERVICES | New York, NY**

2009 – 2012

*\$6B global provider of integrated consulting, business, technology and process solutions.*

Generated \$3M+ in revenue as part of leadership team. Served as executive lead for cross-functional global consulting groups, providing strategic direction and thought leadership to deliver actionable product, market and business strategies.

**Associate Client Partner, Business Transformation Practice**

2011 – 2012

- Led strategic innovation management engagement at multibillion-dollar global software company to fully leverage internal and external sources of process, product and business model innovation.

**Senior Managing Consultant, Business Transformation Practice**

2009 – 2011

- Unlocked \$300M+ profit opportunity for \$43B semiconductor firm through innovative repositioning of global competitive strategy for pioneering smart grid product.
- Dramatically revitalized application developer ecosystem for \$165B North American telecommunications company by designing a comprehensive 3-year mobile ecosystem strategy and implementation plan with full stakeholder alignment.

**TUVOX, INC. | Cupertino, CA**

2003 – 2009

*Provider of mission-critical speech recognition hosting and managed services to support differentiated customer interaction experiences.*

Designed multi-channel sales and service transformation strategies for marquee customers including Apple, AMC and Canon. Functioned as a key member of leadership team to develop new business and close key accounts with booking value of \$10M+.

**Director, Consulting Services (2005 – 2009) | Senior Manager, Solutions Delivery (2003 – 2005)**

- Designed innovative go-to-market strategy for leading national entertainment company resulting in annual savings of \$21M over legacy advertising and customer acquisition model.
- Designed, developed, tested and deployed multi-channel service transformation projects valued up to \$1.5M, delivering client savings of 35%-75%.

**From 1999 through 2002, led independent consulting business providing enterprise software solutions and served as Director of the Globalization Consulting Group for Convey Software in San Francisco, CA.**

## EDUCATION

**HAAS SCHOOL OF BUSINESS, UC BERKELEY | Berkeley, CA**

*MBA with Honors, 2009 | Graduated in top 10% of class with 3.83 GPA*

**MONTEREY INSTITUTE OF INTERNATIONAL STUDIES | Monterey, CA**

*M.A. in Translation and Interpretation, 1994 | Completed advanced M.A. program in two semesters with 4.0 GPA*

**UNIVERSITY OF VIENNA | Vienna, Austria**

*M.A. in Conference Interpretation, 1991*

**Completed B.A./M.A. degree in eight semesters, including one semester work/study abroad in Madrid**

## LANGUAGE PROFICIENCY & PERSONAL INTERESTS

**Activities:** Wing Chun Kung Fu | Swing dancing | Creative stock art and landscape photography

**Languages:** Fluent in German and English | Intermediate fluency in Spanish

**Interests:** Evolutionary psychology | Political linguistics | Open innovation