

# Peter Tosto

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## MBA • Certified Managerial Coach • Entrepreneur

- Operations, marketing, product management, and IT leadership roles
- Sole proprietor, venture-backed startup, and large enterprise business experience
- Empathetic mentor and coach helping individuals achieve their potential

## PROFESSIONAL EXPERIENCE

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### PRINCIPIA COLLEGE

#### **Assistant Professor, Business Administration**

*Aug. 2019 – present*

Teach business courses to undergraduate students including:

- Business Analytics
- Management Information Systems
- Operations and Supply Chain Management
- New Venture Incubator

### NCR

#### **Director, Product Management**

*July. 2017 – Nov. 2018*

Managed customer requirements discovery for NCR's Hardware Innovation Team.

- Created a "lab experience" for visiting clients designed to gather feedback on innovation concepts
- Led user testing, pilots, and proof of concept projects with retail and banking clients globally
- Developed business cases and presented concepts to the solution review board
- Wrote requirements and managed development of innovation projects and demos
- Led "future of banking" workshops and discussions with banks worldwide

### FLASHPOINT @ GEORGIA TECH

#### **"Intrapreneur"**

*Aug. 2017 – Mar. 2018*

Member of a four-person, cross discipline team from NCR embedded at [Flashpoint](#), a startup accelerator at Georgia Tech's Center for Deliberate Engineering. The program is built on proven principles from Nobel Prize-winning research in behavioral economics, developmental and social psychology, and is combined with a logical process framework applied to innovation.

### IBM

#### **Global Offerings Leader, Global Business Development Executive**

*Sept. 2012 – April 2017*

Within the IBM global mobility and workplace services offerings organization, served as client-facing offerings expert for IBM and partner technologies and services, seller enablement leader, and global programs leader focused on large deal business development.

- Led large deal pipeline growth initiative in North America leading to \$200M pipeline increase in 2H 2016
- Increased attach rate and contract value (TCV) of mobility content in European outsourcing deals by 25%
- Created offerings collateral and seller training materials; delivered training in U.S., Europe, and Asia
- Managed Europe, Canada, and Latin America client solutioning organization from Dublin, Ireland hub

## **Offering Manager and Portfolio Strategist**

Jan. 2006 – Sept. 2012

- Built and executed portfolio strategies and roadmaps to grow managed services (SaaS) revenue
- Hands-on product owner for Hosted Vulnerability Management (PCI) and Mobile Device Security offerings
- Led marketing and product strategies to reposition and focus security solutions to meet the needs of Telco, Energy, and Media sectors. Achieved revenue goals representing tens of millions of dollars of revenue and 43% growth in the target sectors.

## **INTERNET SECURITY SYSTEMS (acquired by IBM) – Atlanta, GA**

**2003-2006**

### **Director, Product Management**

*Hands-on leadership of a team of seven product and project managers that brought Internet Security Systems' flagship Proventia security appliance product lines to market, building revenue from zero to over \$100m in three years. Also managed and integrated third party technology and partnerships (Arbor Networks, SafeNet, Intoto) and products from acquired companies (Cobion Mail and Web Filter).*

- Led the cross-functional team that delivered ISS' first hardware-based products defining all aspects of the business process including order processing, licensing, accounting, manufacturing, logistics, and support. Selected a third-party appliance manufacturer, negotiated the contract manufacturing specs.
- Created product pricing strategy, upgrade programs, and lifecycle policies
- Managed relationships with development, quality assurance, support, and marketing organizations
- Defined key marketing messages; delivered sales and technical training
- Negotiated contracts and managed business relationships with third party vendors and partners
- Trained in user-centered (contextual) design and participated in a user interface redesign project

## **MONORAIL COMPUTER CORPORATION – Atlanta, GA**

**1996 - 2002**

*Atlanta startup founded by former Compaq executives. Monorail shipped over 450,000 personal computers under its own brand name and under the IBM Aptiva and NetVista brand names.*

### **Sr. Vice President, Chief Information Officer, VP Logistics**

Created Monorail's IT vision and *partner integration strategy*. Starting from a clean slate, quickly assembled a team and began implementing the corporate network, enterprise financial applications, and proprietary systems. Added responsibilities included order management and fulfillment logistics, as well as service and technical support. As a senior executive, actively participated in corporate strategy, investor relations, Board of Directors support, financial performance analysis, and business development.

- Defined the complete IT strategy for the startup organization (hardware, networking, database, servers, packaged software, application development, partner integration, disaster recovery)
- Defined requirements and led in-house development of strategic business systems (product lifecycle management, supply chain, build-to-order configurator, order management, web portal)
- Directed IT department of up to 15 employees and contractors; directed service organization including 10 service technicians
- Managed day-to-day business functions:
  - Data center operations
  - Order management and fulfillment logistics
  - Call center and repair facilities

## **COMPAQ COMPUTER CORPORATION – Houston, TX**

**1994 –1996**

## **Sr. Systems Analyst**

Led a team of analysts and developers on a variety of projects in support of business clients. Responsibilities included project management, systems design, technology assessment, vendor management, hiring and supervision of employees and contract consultants.

- Led implementation of worldwide demand forecasting system based on i2 Demand Planning system
- Managed IT integration to Compaq's first outsourced customer service call centers at four U.S. sites
- Responsible for development and maintenance of all Compaq University business systems
- Developed strategies and designs for converting legacy service systems to SAP; trained in ABAP/4

## **OTHER EXPERIENCE**

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### **CORE SOFTWARE, INC. – Houston, TX**

**1986 –1994**

#### ***Director, Product Development***

Led the complete rewrite of Core's original product line; served as architect and developer. Managed new module development and end-user customization projects. As a senior manager, participated in corporate strategic planning, technology assessment, customer and sub-contractor negotiations, and hiring, training, motivation and evaluation of staff of eight programmers, testers, and technical writers.

- Managed all software development
- Led product database architecture, user interface, and overall application design
- Achieved structural improvements in the development organization including improving product reliability, defining programming methodologies, establishing product user interface standards.

### **FOUND VOLUMES**

**1988 - 2018**

#### ***Owner and Developer***

*Software business that sold a proprietary periodical index application, mainly to churches around the world. Over 1,400 copies of the product were sold for Mac and Windows platforms.*

## **COMMUNITY SERVICE**

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### **CO-FOUNDER – UNLOCKED LABS – St. Louis, MO**

**2020 - present**

*Delivering high quality self-guided and instructor-facilitated education programs to a much broader portion of prison populations than are currently being served*

### **ADVISOR – LAUNCHCODE – St. Louis, MO**

**2017 - present**

*Advising on development of a computer programming and job readiness training program for Missouri prisons*

### **MENTOR - MICROMENTOR**

**2011 - 2017**

*Provide short term business consulting over the phone to early stage entrepreneurs*

### **MBA TEAMING COACH – Atlanta, GA**

**2007 - 2014**

*Coach individual MBA students and MBA teams to help them realize their potential*

### **TECHBRIDGE – TECHNOLOGY ADVISORY BOARD – Atlanta, GA**

**2002 - 2004**

*Advisor to Techbridge, an organization working to make technology more accessible to charitable organizations*

## **EDUCATION**

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### **POST GRADUATE**

#### ***IDEO University*** - June 2021

*A series of three Design Thinking courses from recognized experts in the field: Insights for Innovation, From Ideas to Action, and Designing a Business. [See credential.](#)*

**Harvard BOK Higher Education Teaching Certificate - June 2020**

*A study of pedagogical approaches through the lens of the higher education environment, including student engagement and classroom management. [See credential.](#)*

**Certificate in Managerial Coaching, Kennesaw State University - Kennesaw, GA**

*A nine-month certificate program using proven models of human and organizational development to help others (individuals and teams) in discovering, accessing, and leveraging their abilities to achieve excellence.*

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**Kennesaw State University, Michael J. Coles College of Business – Kennesaw, GA**

*A 540 classroom-hour MBA program for experienced managers designed around a broad, integrated curriculum, with emphasis on leadership and professional development. The program was ranked as the best in Georgia and ninth-best in the world by CEO Magazine in its 2017 Global Executive MBA Rankings.*

**UNDERGRADUATE**

**University of Minnesota, Carlson School of Management – Minneapolis, MN**

*Bachelor of Science in Business Administration, MIS emphasis*