

## LINDA H. MOYA

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**Summary** Results-oriented manager for business to business (B2B) and business to consumer (B2C), from start-up to multi-billion dollar companies, with diverse experience in e-commerce, marketing, customer care, billing, information technology, product development and labor relations in the telecommunications and computer industries. Expertise in strategic planning, customer relationship management, process reengineering, service delivery, expense management, high volume call centers. Particularly skilled in:

- Thinking strategically and transforming goals into tactical results
- Producing measurable results quickly in diverse and new organizations
- Building, motivating, leading large organizationally and geographically diverse teams
- Communicating complex information clearly and succinctly in business presentations
- Managing change

Selected for AT&T Leadership Continuity Program - 1995 (top 5%), for 1997 VP Customer Care award for outstanding contribution (top 10%), for Executive Leadership Training - 1998 (top 5%).

**Experience** **Eizel Technologies Inc.** **Pittsburgh, PA**

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**Co-Founder** **2000**

- Authored business plan for wireless internet start-up. Developed business and marketing strategies
- Negotiated terms for and conducted Angel-round funding. Presented business case to multiple VCs. Negotiated terms for and secured office space.
- Managed legal interface to finalize incorporation, develop stock option plan, develop intellectual property agreements, formalize founders stock purchase and restriction agreement

**AT&T Corporation** **Basking Ridge, NJ and Pittsburgh, PA**

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**Center Director, Business Billing Operations - Business Markets** **1998-1999**

- Managed team of 300 responsible for billing integrity assurance, tier 2 customer care support, unbilled calls resolution, data/frame relay dispute resolution. Responsible for \$12M budget.
- Reengineered key processes to reduce cycle times by 25%-58% in 1 year.
- Implemented customer complaint resolution process, data/frame dispute resolution process, executive billing advisories, process breakdown resolution, results tracking & reporting.
- Eliminated low value-added processes for a total savings of 10% in headcount. Operationalized staff reduction of 25% to provide additional savings in headcount.
- Architected and implemented center-wide processes for communications and policy deployment, 360-degree feedback, employee career pathing, project management and planning, employee recognition. Center employees consistently rated their satisfaction above 4 on a 5-point (high) scale.

**Customer Relationship Management Program Manager for Customer Care - Consumer Markets** **1996-1998**

- Designed integrated voice response / computer telephony interface (IVR/CTI) customer service handling 6M inbound calls per month: managed customer interface, service delivery, creative design, vendor, results tracking & reporting.
- Reengineered IVR/CTI resulting in a 16% customer satisfaction score increase in 10 months.
- Deployed new IVR/CTI Platform for AT&T's Connect & Save Telephony over IP service and other marketing promotions. New technology solutions integrated vendor IVR, transfer capability, call routing and volume management, customer segmentation, real time DB access.
- Managed \$7.8M budget to enable \$31M in channel savings in 1997, \$5.6M budget to enable \$41.2M in channel savings in 1998. Negotiated multi-million dollar IVR/CTI vendor contract.
- Led process reengineering assessment of the channel as part of 1998 strategic planning initiative.
- Invited speaker on Customer Care Strategy and Best Practices at AT&T's 1998 Voice Networking Forum for AT&T's Largest Business Customers. Invited speaker on Consumer Service IVR/CTI reengineering Best Practices and accomplishments to AT&T high-valued customer State Farm.
- Established processes and performance metrics to tightly manage constant inflow of feature requests across diverse marketing clients, and outflow of specifications to suppliers. Increased capacity by 500% in 1997. 1998 increased capacity was 200% over 1997.

1995-1996

**Program & Systems Engineering Manager for Wireless Long Distance Product Development - Consumer Markets**

- Managed \$20M development budget of \$300M Wireless Long Distance and Personal Phone Number Products business.
- Built direct report team of 12 systems engineers. Program managed teams of 25-50 systems engineers and developers.
- Designed telecommunications network architecture concept of “calling party pays” wireless service, deployed PCS interconnect capability into the AT&T switched network.

**Information Technology Manager for Database Marketing and Customer Segmentation - Consumer Markets**

1994-1995

- Led cross-functional data mining project to provide market segmentation insights. Delivered California market analysis used to segment offers. Cross-functional team consisted of individuals from Bell Labs, IT and the Marketing organizations.
- IT representative on marketing-led initiative to segment 80M AT&T consumers for purposes of differentiated customer relationship management, from segmentation strategy definition to information system development and deployment.
- Led team to design bundled communications service solutions for customers that work at home. Delivered integrated plan across marketing, customer care, billing.

**Operations Planner & Systems Designer for Network Routing Systems - Bell Labs**

1990-1994

- Co-led Business Services / Consumer Services project to develop information architecture and implementation plan to exchange customer account information via EDI interface with Local Exchange Carriers (LECs).
- Designed ordering, provisioning, billing information architecture using alternate local access providers
- Developed software tools to reconcile customer data across billing and provisioning databases. Tools are used in the customer care work centers to clean customer accounts.
- Co-led task force to define long-range network, operations systems and billing architecture for Business Services. Results secured funded charter for network routing systems development.

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**Hewlett-Packard Company**

**Cupertino, CA**

**Project and Development Manager**

1988-1990

- Managed development of TCP-IP, X.25 and Open Systems Interconnection (OSI) products.
- Supervised team of 10 developers from design to an on-time release of two networking products. Led multi-national product release team (California, Colorado, France, Italy).

**Product Line Manager**

1986-1988

- Defined marketing strategy and supervised introduction of OpenView LAN and WAN Network Management Products, including market research with major account customers.

**Software Design and Development Engineer**

1983-1986

- Developed Computer-Aided Engineering software and manufacturing software.

**Education**

**Carnegie Mellon University**

**Pittsburgh, PA, 1999-present**

- Courses through the Heinz School of Public Policy and Management Executive Masters Program.
- Courses in negotiations, strategic marketing communications, multimedia, electronic commerce marketing and business strategy, arts marketing, and human-computer interaction.

**Stanford University**

**Palo Alto, CA, 1991-1992**

- MS, 1992: Master of Science in Industrial Engineering and Engineering Management.
- Courses in marketing, entrepreneurship in high technology, organizational behavior, finance, production management, quality, statistics, operations research.

**Princeton University**

**Princeton, NJ, 1979-1983**

- BSE, 1983: Bachelor of Science in Engineering, in Electrical Engineering and Computer Science.

**Personal**

Avid swimmer and long distance runner. Creator and webmaster for [www.edevotions.org](http://www.edevotions.org). Enjoy learning through travel, reading, listening and conversing. Value diverse individuals. Art enthusiast. Active in church music program. Accomplished flute player.