

# Dan T. Davis

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## eBusiness Technology Leader

Comprehensive expertise examining new technologies, determining practical value, and leading groups to create businesses, products, and applications that leverage competitive advantage and profitability.

Expertise includes:

- Creation of innovative, new to the world eBusiness sites.
  - Expanding the envelope of business opportunities with new and current technologies.
  - Leading and focusing groups toward comprehensive design plans and implementable goals.
  - Quickly learning and using new skills in all technology areas, regularly becoming the resident expert.
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## PROFESSIONAL EXPERIENCE

### Second Star Creations

Kansas City, MO

Six years

Computer consulting and publishing consulting company.

#### CIO, Co-Founder

Consulted on technology and computer issues with c-level executives and business owners.

Explored publishing industry's future business models given e-books, print on demand, and web publishing.

Published children's books, self-help and niche titles, including a national award winner "The Blacksmith's Gift".

### Hallmark Cards, Inc.

Kansas City, MO

Three years

World's leading designer, manufacturer, and marketer of social expression products with annual sales of \$4B and 18,000 employees.

#### Enterprise Development Director/Strategist

Senior manager responsible for creation of technology based businesses.

- Led the creation and development of **Hallmark Stories** from technical concept through business launch. Hallmark Stories allowed consumers to use digital photographs and the Internet to interactively design, print, and purchase personalized image products (albums, magazines, snapbooks, photocards).
- Led assessment of Customer Relationship Management (CRM) technologies to improve Hallmark's focus on consumers' needs. Recommended and received approval for \$10MM investment which was implemented on-time and within budget. Deployment of CRM capabilities resulted in significantly better understanding of the 21<sup>st</sup> century customer as to their social expression needs.
- Recommended strategies to leverage or compete given new communication technologies (cellular phones, e-mail, digital photography, Internet) impact on Hallmark's current businesses.

### Universal Tax Systems

Rome, GA

Four years

Leader in the tax preparation and electronic filing industry. Clients included 20,000 firms and 6,000 IRS offices & military bases. Annual sales exceeded \$20M.

#### Senior Development Technology Manager

Managed Information Technology and Tax Analysis Departments

- Co-created and designed **SecureTax**, the first personal tax preparation product on the Internet. The launch of SecureTax led Intuit to release a competing product: WebTurboTax. An internet success story, Intuit purchased SecureTax in 1999.
- Improved professional DOS tax product, **TaxWise**, each year under unchangeable product delivery deadlines. Successfully created and marketed a Windows version. Maintained database compatibility between DOS/Windows so Tax Analysts could continue to develop only one set of tax forms and rules.
- Expanded Development staff from 5 to 43 to accommodate company's rapid expansion into four new product areas. Managed Programmers, Tax Analysts, and Quality Control Department.
- Managed product/data integration of Rock Creek Technologies' products into UTS after their purchase in 1997 and managed development of a Social Security check cashing product and an Immigration forms product that complemented TaxWise.

**The Procter & Gamble Company**

Cincinnati, OH

Fifteen years

Leading global manufacturer and marketer of household, cosmetic, personal care, food and beverage products. Annual sales of \$40B with 103,000 employees.

**Design Specialist, Research & Product Development**

- Led the team that designed, developed, and installed first global E-Mail Network for 8,000 Research & Development users. Supported both IBM and Macintosh platforms.
- Marketed network as a global company-wide solution for 50,000 users with cost savings of \$5M per year. Convinced central Management Systems to assume responsibility for worldwide support and to designate this E-Mail Network as standard of choice.
- Created detailed design improvements and presented these to E-Mail product vendor (cc:Mail/Lotus). Persuaded cc:Mail/Lotus to implement critical improvements.

**LAN/Microcomputer Site Manager**

- Managed twelve Information Center personnel supporting 1,000 users at premier research facility.
- Standardized entire site on Research & Product Development's LAN/computer architecture.

**Senior Systems Analyst, Advertising Management Systems**

Led the integration of multimedia computing into Advertising Management:

- Implemented Macintosh package design systems, shortening the approval process for ad copy, packaging, and commercials from four months to two weeks.
- Instrumental in the design of the **Vision Value** system for supermarket checkout lanes used to dispense product advertisements, coupons, and bonuses in a multimedia kiosk format.
- Trained graphic designers; improved graphic file sharing between P&G designers and vendors.

**Senior Systems Analyst, Management Systems Research**

- Determined artificial intelligence's value at P&G to be in knowledge systems; created **Decision 1-2-3**, a computer application that enabled non-programmers to develop knowledge systems; P&G marketed this for \$2M to the knowledge systems company Teknowledge.
- Designed, developed, and implemented knowledge systems preserving the valuable expertise of consumer product experts. Managed Artificial Intelligence core group; trained others in knowledge systems. Examples: Phase Chemistry Advisor, Coffee Blend Expert, Bar Soap Troubleshooter, Career/Retirement Advisor.

**Microcomputer Consultant, Engineering**

- Influenced development and direction of P&G hardware/software standards.
- Recommended products and services to multiple groups throughout P&G.
- Developed standards for improved communication between IBM and Macintosh platforms.

**Systems Analyst, Operations Research/Computer Modeling**

Designed graphical simulations, throughput analysis systems, bar soap moisture models, orange juice blending systems, optimal case packing algorithms, and marketing promotion results systems.

**EDUCATION**

Stanford University  
Stanford University  
University of Florida

NSF Fellowship  
magna cum laude

M.S. Operations Research  
M.S. Industrial Engineering  
B.S. Systems Engineering

**TECHNICAL KNOWLEDGE**

Product Design  
Web Development  
Digital Imaging  
Multimedia

Software Development  
Databases/Data Warehouses  
LAN/Microcomputer Management  
IBM/Macintosh Interfaces

Technology Psychology  
Artificial Intelligence  
Simulation  
Virtual Reality