LeeWare Development Consulting

Propaganda - Project Portfolio

By Lee Evans, Principal Consultant

Table of Contents

Understanding the Value of Propaganda

Understanding the Value of Propaganda

1.0 What is Propaganda?

1. Propaganda is "information, especially of a biased or misleading nature, used to promote a political cause or point of view". Propaganda is often associated with the psychological mechanisms of influencing and altering the attitude of a population toward a specific cause, position or political agenda to form a consensus to a standard set of belief patterns.

2. Propaganda is information that is not objective and is used primarily to influence an audience and further an agenda, often by presenting facts selectively (perhaps lying by omission) to encourage a particular synthesis or perception, or using loaded messages or "loaded language" to produce an emotional rather than a rational response to the information that is presented. Propaganda is often associated with material prepared by governments, but activist groups and companies can also produce propaganda.

3. I know my career history better than anyone else because I lived it. Unfortunately, the market is full of unqualified, untrained and inexperienced evaluators forcing a distillation of rich experience

2

into slogans and simplified messages for "marketing purposes." The trap is you blend into the crowd and this creates an expectations gap.

2.0 Career History Basics

1. I have spent much of my career working with organizations as a "fixer" advocating, advising, and supporting the implementation of systematic controls, methodologies, policies, procedures, and quality measures to improve the performance, and efficiency of IT operations and service delivery.

2. I am well versed in the political and practical challenges IT organizations struggle with in terms of meeting the warranty aspects of service delivery. I am skilled at creating a vision and plotting a course towards a transformation. My greatest strength is making sure the right things happen in a given circumstance. Ultimately the problems I solve and the work I do, is best articulated in The Visible OPS handbook.

3. Over the course of my career, I've been operating a Technical Management and Services Consultancy as a lifestyle business. In this role, I provide a vCIO technical advocacy and management service to Anchor clients who are referred to me through my professional network such as venture-backed technology startups, MSPs and other small-medium-enterprise (SME) service providers. Basically, I provide the IT consultant component to organizations that are owned and operated by IT technicians. At a high level, I help my clients achieve the warranty aspects of their service delivery efforts. Sometimes, I provide tactical engineering support.

4. I spent 17 years turning around and building the technical operations organization for a service provider to the Alarm Services Industry. For confidentiality and privacy reasons. I do not reveal past employers or clients in public.

5. I spent the last 15 years in a management level capacity at the top of the technical operations organization advocating for the interests of business stakeholders such as; department managers, the vice president of technical operations and the senior vice president of business operations.
6. The primary charter of my role was to ensure the organization had the technical capability to reliably provide services amidst an ever-changing technological landscape. I successfully managed several technology life cycles during my tenure.

7. Prior to serving in a management level role, I served as a practicing engineer. starting as a PC/PBX/Network technician and working my way up through the ranks to manager of data network services for nation-wide operations.

8. LeeWare development consulting is a independently owned and operated technical management and services consultancy. I started this business to leverage my 25+ years in technical management experience to help others be successful by providing technical advocacy and engineering support to businesses on a for hire basis. My job is to make sure the right things

happen. I have exclusive contracts to provide services for companies that are in a variety of verticals.

1.0 vCIO Technical Advocacy Virtual Service Organization 2015-2016

1. My client, an Operations as a service and human focused IT managed service provider, contracted my services to provide MIS and technical management services for their business operations. My client has a portfolio of client businesses to support and I was recruited to handle the largest clients and provide direction and guidance on IT service delivery for the MSP. In this role I direct the work multi-disciplined IT professionals and firms.

2. Established IT governance and controls for in-flight projects. Leverage the Agile principle of "inspect and adapt" to build project management rigor around work-in-progress.

3. Gather information from technical teams and business-based stakeholders on initiatives. Provide technical guidance and business advice on how best to accomplish outcomes while minimizing the risks of impairing critical business functions.

4. Serve as a subject matter expert for VMware based technical service provisioning, change control and operational activity. Provide technical management expertise on systems and network transitions.

5. Project coordination and management. Create project charters from interviews with stakeholders and vendors. Create scope statements for new project. Estimate time and costs. Create method of procedures and or recommend approaches for successful service delivery. Evaluate existing procedures and processes to make recommendations on improvements. Chair project and status calls. Provide value added direction on business policy discussions. Provide on-going strategic and tactical support.

● **Accomplishments:** Helped the organization to move forward on important initiatives. Increased customer confidence in MSP. Expanded role to manage other customers in provider portfolio.

● Successfully coordinated the transition of an Engineering organization's IT assets from and old data center into a new internet data center.

● Successfully coordinated new LAN/WAN infrastructure upgrades for multiple sites located throughout the country as part of a larger infrastructure overhaul project.

● Successfully coordinated effort to relocate business critical services from old data center to new data center including telecommunications infrastructure.

● Successfully coordinated effort to decommission data center facilities and legacy infrastructure.

2.0 Technical Advocacy Infrastructure Engineering 2013 -

1. A venture backed technology enabled startup contracted my services to document, stabilize, simplify and scale, their VMware based hosting platform.

2. I provided tactical support to fix a long-standing process, network, systems, and storage issues.

3. I worked with senior management to create roadmaps to standardize the compute infrastructure from 1U servers to blade server technology, changed the storage platform from NetApp to Nimble storage to reduce the data center footprint while increasing the storage capacity.

4. Updated the software platform to eliminate VMware vSphere 4.X, upgraded 5.0/5.1 to 5.5. Implemented a vSphere 6.0 environment.

5. Implemented a stretched layer two domain between geographically dispersed data centers to facilitate SAN to SAN replication.

6. Simplified the network topology by flattening out the network and standardizing the switching fabric.

7. Reduced the data center footprint from four locations to two.

8. Implemented change control for the systematic application of improvements to the environment by minimizing the impact of service outages.

9. Mentored staff on quality and IT governance measures. Provide ongoing strategic and tactical support.

Accomplishments: Completed 700+ deliverables for this client. Improved operational efficiency, service reliability and created a clear path for forward service operations.

3.0 Technical Advocacy vCIO Technical Management 2014 -

1. My client, a medical practice that specializes in remote cardiac telemetry monitoring, retained my services to serve as a technical advocate and technical manager to oversee the pivot of the service from a cloud provider to in-house systems. The primary place of business served as an aggregation point for more than 900 remote facilities.

2. I worked as a primary contractor overseeing the reconstitution of the businesses IT systems in-house. This included overseeing the work of 2 to 3 internal IT staffers as well as coordinating with a host of software and hardware vendors on service delivery initiatives.

3. I facilitated the relocation of the company's headquarters. I redesigned the company's internal IP network. I P2V virtualize more than 20 physical systems use for the reception and testing of EHR data.

4. I designed a monitoring system that would allow the field technicians to call into the home computer systems and remotely log and complete the testing without tying up the resources of local personnel. The remote technicians were able to complete this testing using either a PC laptop or a tablet device.

5. I worked with the business owners to design a strategy for sanely outsourcing aspects of the system to external providers to reduce the business disruption caused by a combination of tribal knowledge and high IT staff turnover. Developed a set of system state documentation so that when new IT contractors and vendors come on site to do work they have a starting point from which to work from. Designed and Implemented 3-2-1 backup strategy for the protection of their critical business systems. Provide ongoing strategic and tactical support.

Accomplishments: Completed over 50 deliverables for this client.

4.0   Engagement: Technical   Advocacy   Business   Relationship Management

1. My client, a provider of computer network managed services. Its expertise includes designing and implementing local and wide area networks (LANs/WANs, servers and workstations), network security monitoring and management including Managed Security Services, and Internet connectivity and colocation services.

2. I was engaged by the owner of the MSP who needed help in delivering a project for an important client under challenging circumstances. The MSP was charged with delivering technology services for an academic institution. The relationship between the MSPs client and the internal staff suffered a breakdown and a loss of confidence in the ability of the provider to deliver results for the client at a critical juncture. The MSP needed an outside professional to mediate the relationship and deliver results for the client.

3. I completed a discovery process with key members of the internal and external organization to gain an understand the history of the relationship, the expectations and perspectives of both sides. I facilitated a meeting between the customer and the MSP to allow the customer to express its grievances and concerns regarding service delivery and I encourage the MSP to take this feedback as a valuable opportunity to gain deep insights into the customer's frustrations.

4. I worked with the MSPs internal teams to formulate a service delivery plan and service execution schedule to meet the client's deadlines. I also personally facilitated the delivery of some items to keep the project on schedule and to fulfill the warranty aspects of the project. This included

conducting site walks with the communications carriers for circuit delivery, site walks with technical staff for networking and system placement. Engaged in fast tracking to deliver equipment to sites to meet critical deadlines. It also required some onsite presence in a supervisory capacity to oversee the execution of deliverables with a client representative. I facilitated conflict resolution sessions.

Accomplishments: Successfully delivered technical infrastructure to a client under very challenging circumstances. Developed positive and ongoing relationships with both the client and the home organization. Provided senior management of the MSP with a roadmap for restructuring the service organization to improve operational efficiency and service delivery. Recommended they procure the services of a business management consultant to assist with the restructuring. Periodic check ins with the business to see how things are going.

5.0 Engagement: Technical Advocacy 2015

1. My client, a multi-state midsize accounting firm of approximately 80 employees engage my services as a technical advocate to assist with the process of evaluating the risks and requirements of spinning off the IT service portion of their business and moving the remaining assets from on-premises to a cloud provider.

2. I engaged the business principals in an information gathering session to understand the service disposition and the major drivers for the change. I completed a discovery process to learn more about the technical environment including the topology and asset disposition. I gathered functional and technical requirements from the business owners regarding the IT staff capabilities, and the tolerance for provider types to limit the number of cloud provider options. I provided the business with a consultation on the root cause of their performance problems.

3. I created a business case to examine relocating the company's datacenter from one metro site to another site under the businesses control versus a Pivot to Microsoft Azure. I also provided the customer with an option to have the service hosted by a full-service managed service provider. Finally, I provided cost information on moving the line of business applications to the vendor SaaS hosting option.

4. I provided the business with the results of a technology survey I completed as part of the discovery process this included a high-level technical service description, logical network diagram and a catalog of line of business applications. I provided the business with a pricing model and analysis for a pivot to Office 365 and moving core services to Microsoft Azure. I provided the business with guidance on getting started with Microsoft Azure.

5. I advise the business on the major considerations and risks for a pivot to the Microsoft Azure solution for their core business services. I helped the business establish realistic timelines for the

spinoff of their IT hosting business and the selloff of assets. I continue to provide ongoing strategic support.

Accomplishments: Successfully created a roadmap to allow the customer to make an informed decision and take the correct steps for a cloud migration strategy.

6.0 Technical Advocacy MIS ITSM 2015

1. My client, a strategic IT service provider and VAR (value-added-reseller) contracted my services to provide advisory consultation on the development of standard forms and processes   for internal process development, requirement gathering, vendor management and operational procedures.

- Work with business owner to complete the discovery process.
- Completed GAP analysis.
- Provide business with guidance and sample templates
- Evaluate service offerings and develop a service catalog for the business.

Accomplishments: Provided customer with the needed capabilities to be successful.

7.0 Technology Advocacy Infrastructure Management, Compliance and Data Analytics 1999 - 2013

1. Founded in 1999 as a premier online advertising solution platform for advertisers and affiliates. My client has provided thousands of Web businesses with an economical and measurable opportunity to obtain Internet traffic and generate revenue through their online presence. The infrastructure supports over 2 billion searches per month.

2. I served as the Manager of Internet Services providing systems and network engineering support for the customers of the data center where this startup was launched. I worked closely with the systems principal architect and development team to make sure the underlying infrastructure would meet the needs of the service.

Accomplishments: Successfully supported the customer-facing and internal business operations through several technology lifecycles including three headquarter relocations and one data center move.

8.0 Engagement: Industry Consultant / Tech Ops / Mgr Data Network Services 1996 - 2013

1. My client has been a leader among Central Stations by streamlining the monitoring process. In fact, the company founder patented tape dialers and developed the first computerized monitoring system. Company operates a series of UL Listed Central Stations and signal handling call centers. As a service provider for the Alarm Security Industry, the company has assets located in several states throughout the US. The company's core mission is life and property safety. Providing monitoring for thousands of Alarm panels, digital dialers, radio networks, and Internet devices. and tens of thousands of locations.

2. I joined the company as a change agent. I managed various systems engineering, infrastructure evolutions and lifecycles during my 17-year tenure.

Accomplishments: Delivered 4000 IT projects and improvements including ITSM (Information Technology Service Management). Technical Management oversee multi-site IT infrastructure, data center, and network operations. Analyze complex business needs presented by business units and recommend appropriate technical solutions. Ensure IT objectives are aligned with business goals and initiatives. Development and maintenance of IT policies. Day-to-day management of IT projects. Manage and negotiate third party contracts. Oversee vendor evaluation and selection. Represent the IT function in business meetings. Provide technical oversight and training to direct reports which included developers, DBAs, Telecom, Windows Administrators, and support staff.

9.0 Entrepreneur. Platform design, implementation, management, service operation, and administration.

- **Service Profile:** LeeWare Development established in 2005 as a self-managed Linux Virtual, Dedicated Server hosting and Infrastructure as a Service business.

- **Situation:** Saw a market opportunity to provide commodity hosting services. Developed a business plan and invested $150,000 of my money to kick start the venture. Designed and built a hosting service that could be operated with a part time effort. The first iteration of the business was Linux Based Virtual machines using XEN and QEMU. After recouping my initial investment, I started a commodity hosting service selling Linux based dedicated IaaS. This move was a pivot up the value chain.

- **Result:** Used technology as a tool to deliver business value to an International base of more than 2,000 clients. Preemptively, cashed out and closed the business in response to the increased adoption of cloud computing.

10.0 Engagement: Network Technician, Individual Contributor. Matrix Organization ~- 1995

- **Situation:** Contract engagements worked on a team of 30 consultants. Responsible for facilitating corporate site relocations. Relocated the Corporate Headquarters of a major retail hardware chain. Backed up and disconnected several hundred nodes from the network. Installed, configured, and setup more than 750 machines at the new location.

11.0 Career Path

1. I studied Management Information Systems (MIS) in high school. I started my career as a software developer. I developed a line of software applications which I sold through the mail and eventually sold my entire portfolio to an early Internet e-commerce site in exchange for royalty payments.

2. I moved into Technical consulting doing systems engineering, teaching a course in introduction to Microcomputers and Operating Systems. And working with small businesses. I joined a technical consulting company to work on high-profile corporate migrations.

3. I eventually signed on to a project with an ambitious company that was looking to build a service organization for the security industry. I spent 4,960 days helping this company achieve its business goals. Over the course of my career, I have worked as Systems Engineer, Enterprise Architect and Consultant for many private sector enterprises.

12.0 Select Experience

IT EXECUTIVE Enterprise IT, Infrastructure, Operations, Leadership, Security, Applications

Strategic business leader with extensive diverse IT experience building state-of-the-art technology operations for startups, turnaround and high-growth operations. Talented team builder and mentor who delivers user-friendly technology solutions that achieve/surpass user experience, business and financial goals. Business savvy professional who has saved hundreds of thousands of dollars in technology costs through strategic partnerships, collaboration and technical innovation. Systems thinker and trusted advisor to senior executives. 15 years in a leadership capacity. Exceptional skills in IT strategy, network and data infrastructure services, ISPs and telecommunications, operations management, enterprise architecture, vendor management, organizational development, project management, change management, 24x7x365 continuous operations, tier-4 data center infrastructure management, security, customer service, and organization transformation.

Specialties: Exceptional skills in IT strategy, infrastructure services, telecommunications, operations management, enterprise architecture, vendor management, project management, change management, security and organization transformation.

CORE COMPETENCIES

- Leadership & Talent
- Management Systems-Thinker
- Strategic IT Planning
- Methodical Problem Solver
- Diagnostic Reasoning
- Critical Thinker (INTJ)
- Vendor Management
- Emerging Technologies Budgeting & Cost Containment
- Security and Disaster Planning
- IT and Business Operations
- Professional Service Consulting

PROFESSIONAL EXPERIENCE

LeeWare Development Consulting, SP
1988 - Present, Greater Chicagoland, Privately held, Technical Management and Services

Consultancy

Principal IT Consultant - Subject Matter Expert

I offer a Virtual Chief Information Officer (vCIO) service to a portfolio of anchor clients[1] which are referred to me through my professional network. My clients are MSP-type consulting firms and VC backed technology organizations. I provide a diverse array of professional services ranging from infrastructure engineering consulting (40%). IT Project management (40%). Advisory consulting (10%). Tactical support (10%). I work as a subject matter expert to provide direction and coaching by managing activities to achieve results through others. I provide hands-on support for infrastructure engineering projects.

EMERgency 24 Inc.
Nationwide multi-state, multi-site, ISP and security firm. 100-200 employees.

Reports to Vice President of Technical Operations and SVP of business Operations

1999-2013 Senior Systems Engineer (Enterprise Architecture)
1997-1999 Enterprise Infrastructure Manager (Systems Engineering)
1996-1997 Network Manager / PBX Tech (Systems Integration)

---

[1] Ongoing relationship with client for which there is a steady flow of projects and income.

Hands on systems manager for a 24x7x365 tier 4, real-time computing environment that processes property and life-safety data for a 911 Service. Monitoring over 15,000+ panels nation-wide. 99.999% reliability. Central Technical manager for multiple branch offices located around the country.

- Established the strategic direction for the application of new technologies designed to keep the business technically competitive in an ever changing technological and business climate. Worked with senior level executives, department heads and branch managers on developing and managing projects to improve service delivery and efficiency.

- Managed multiple multi-million-dollar, multi-year IT projects, initiatives and life-cycle-evolution to ensure business IT alignment. Managed the day-to-day operations of the IT organization. Planned and executed Corporate HQ relocation, new data center build out and several new call centers and disaster recovery sites. Aligned IT operations for regulatory compliance: UL 1981, 827, FM 3011 and PCI-DSS. IT Project manager completed 4000+ IT projects during my tenure.

- Transformed data center and IT operations, developed and implemented an enterprise-level plan to replace and enhance IT systems. Implemented monitoring systems to ensure compliance of service level agreements to customers and developed security protocols and technologies to guarantee data and system integrity of services across the enterprise to address internet security threats. Managed the activities and served as mentor to a small team (15) of highly competent multi-disciplined systems engineers and software developers charged with developing Enterprise software for business use.

Founder LeeWare Development UVM - Commodity Hosting
2003 - 2007, Registered Remote Computing Facility Operator and Telecommunications   provider.

Funded, engineered and operated QEMU/XEN based Virtual Machine Hosting service.
Provided self-managed VMs to a variety of internet users, entrepreneurs and companies. Pivot up the value chain.

Founder LeeWare Development IaaS - Commodity Hosting
2005 - 2012, Registered Remote Computing Facility Operator and Telecommunications   provider.

Funded, engineered and operated Linux Dedicated Hosting Service. Provided self-managed Linux based dedicated servers to a variety of internet users, entrepreneurs and companies. Closed business in response to the increased adoption and competitiveness of cloud computing.

MicroAge Inc.
 ~ 1995, The IT Solution Experts, Chicago Area.

Network & Systems Engineer / Chicago Project Team

● Worked with an impressive group of engineers on high-profile projects in the Chicagoland area. Corporate HQ relocation, network and systems upgrades. Chicago project team member for the relocation of True Value company HQ relocation and IT Systems overhaul. Novell 3.x to Novell 4.x, Token Ring, FDDI, Ethernet, Windows for Workgroups 3.11, IBM 3270 terminals, printers and the deployment of 500 new PCs and telecommunication services.

PROFESSIONAL CREDENTIALS

Management:

● Managing Employees Performance, MW Associates (People Management) - 1994
● Quality Work Group, Proudfoot, Crosby PLC (Management Consulting) 1993

Professional:

● Illinois Permanent Employee Registration Card # 129191364

● Passed State and Federal Background Checks
● Professional Errors & Omissions Policy Coverage
● ITIL v3 Foundation # 229637738

● CompTIA Project+ (PMBOK) # COMP001020888431

Information Technology:

● VMware Certified Associate - Data Center Virtualization # 00365956

● VMware Certified Professional 5 - Data Center Virtualization # 00365956

● VMware Certified Professional 6 – Data Center Virtualization # 00365956

● Cisco ARC, Network and Internet Engineering, GK, 1999
● Microsoft Certified Systems Engineer + Internet (MCSE+I) # 1253449, 1999
● Microsoft Azure Fundamentals # H256-9599

EDUCATION

Masters level in field competence. I started my career out of high-school and I have 28 years of practical industry experience in MIS. I have held a variety of positions in engineering and technical management and have won awards for outstanding achievement. All these accomplishments are directly attributed to my industry knowledge and professional development. In addition, I have owned and operated several technology related businesses over the course of my career. Therefore, I have proven real world experience supplemented by professional development.

● AS Computer Information Systems/Microcomputer, IU, 1991

● BS Information Systems Engineering, IU, 1993

● MS Management Information Systems, IU, 1995

● Honorary Doctorate in Philosophy, IU, 2019

PRACTICAL KNOWLEDGE

- **Networking:** LAN/WAN Design, Ethernet GigE, FE, Cisco T3/E3, T-1, Opt-E-MAN

- **Routers:** Cisco 3745, 3660, 3620, 1841, 2500

- **Network Switches:** Cisco 3750, 2980G, HP 4000M, 2708, 2610 Dell PowerConnect

  5448, 6448, 8024k, Force 10, Netgear GSM, and FST Series ●
  VPN Devices: Adtran, Netvanta 2100, SonicWall TZ Series

- **Firewalls:** SonicWall E5500, 4100, 3050, 2040, Fortigate 1000D, 100D

- **Load Balancers:** Coyote Point E350GX

- **CSU/DSU:** Larscom Orion 4500, Access-T45

- **Routing Protocols:** BGP4, TCP/IP

- **Traffic Filtering:** ACLs

- **Implementation of:** DHCP, DNS, WINS, FTP, MRTG

- **Networking Tools:** Observer 11x, WhatsUp Gold, Wireshark, Bandwidthd, Darkstats,

  OpenNMS, Request Tracker, Autotask

- **FIM Tool:** Tripwire Enterprise

- **Cabling Experience:** Punch Blocks, Patch Panels, Telco, Digital & Analog, Fiber   MM/SM, Coax,

  Toners, Testers, and Tracers. Termination and Cross Connects. T568A/B

- **Server Hardware:** Dell M1000E, M620/520, HP DL360, DL380 Series G3-G7

- **PC Hardware:** Lenovo 8080, 8181, XW4000, 5000, Blackbox PC Assembly.

- **Network Operating Systems:** Windows 2012, 2008, 2003, 2000, and NT.

- **Client OS:** Windows 10, 8, 7, XP

- **Linux Operating Systems:** CentOS, Ubuntu, Debian, SuSe

- **Virtualization:** VMware vSphere, 6.0, 5.5, 5.1, 4.1, XenServer, Hyper-v

- **SANS:** Nimble CS 260, 460, 700 and AF 7000 + Shelves, NetApp FAS 3020, 2050, 6070 +   FC
  shelves and SATA shelves.

- **Methodologies:** PDCA, SDLC and Waterfall, TQM, ZD.

13.0 Conclusion

1. I have done lots of great work during my career and helped many businesses reach their goals and achieve success.

2. I continue in my mission to help businesses win.

3. I am always interested in learning and working on new and interesting projects. Contact me today!

<div align="center">

Lee Evans, MIS/SE LeeWare Development Consulting
Email:lee@leeware.com

</div>