

Rick Babington

Profile

Technology Industry Senior Executive – Dynamic results oriented business leader with a proven ability to develop clear strategies and drive disciplined execution aimed at delivering financial and operational results. Expert at identifying and developing new lines of business and leveraging key alliance partners through multi-year, multi-million dollar business development agreements. Successful leading transformational change aimed at dramatically reducing cost structure and improving customer service. A proven ability to develop the careers of future leaders and build high performance teams. *Key qualifications include:*

- Strategic & Operational Planning
- Forecasting & Budgeting
- Forming Strategic Alliances
- Executing Market Development Agreements
- Business Development
- Developing High Performing Teams
- Business Transformation
- New Product Introduction
- Cross Border Business Transactions
- Competitive Analysis & Positioning

Professional Experience

HTC Canada

2010 to 2012

Executive Director, HTC Canada

Oversees all aspects of HTC's operations in Canada.

- During tenure, led 50% compounded annual growth in sales to approximately \$250M.
- Expanded distribution into three major incumbents and value brands representing over 50% of business.

TELUS BUSINESS SOLUTIONS

2004 to 2010

Vice President Business Partners

Led national business partner strategy and program aimed at creating differentiation, enhancing shareholder value and reducing operational risk across the value chain of solution development, marketing, and sales.

- Drove 25% compounded annual growth in sales with strategic alliance channel partners over a four year period.
- Developed a Business Partner strategy, program and governance model recognized as best in class.
- Led team that provided direct channel support for \$1B in bookings over five years, forming rules of engagement, partner strategy, negotiating teaming agreements and preferred pricing, securing key resources, and responding to escalations.
- Formed four multi-year market development agreements with three strategic alliance partners valued at \$70M.

BEARINGPOINT INC.

2001 to 2004

Senior Manager

Senior Manager within North American communications market. Managed client relationships, developed new business and oversaw delivery of technology projects. Also responsible for providing a standard approach for coaching, mentoring and developing consultants.

- Responsible for developing new business with major cable operators – instrumental at establishing Rogers and Shaw as new clients, selling and delivering CRM, VoIP and Staff Augmentation programs.
- Implemented and led new performance management process used to support and develop consultants. New approach dramatically improved performance, while enhancing the team's engagement and confidence in management.

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Professional Experience continued

MANITOBA TELECOM SERVICES

1996 to 2000

Vice President Business Transformation & New Business Ventures

Led a new and diverse team responsible for architecting a business transformation program aimed at achieving a competitive cost structure while improving customer service. Imperative of program was to retain skilled workforce by redirecting to new business ventures. P&L and general management responsibility for MTS International, a \$25M, net income accretive startup.

- Delivered cost reduction programs that elevated MTS from fourth quartile to best in class as compared to Canadian service providers. Business transformation efforts dramatically reduced cost structure while improving service levels in customer provisioning & repair, engineering & planning, and new product introduction.
- Developed Bell Canada and MTS' joint business plan, as approved by Boards, for the formation of Bell West, a new entrant competitive local exchange carrier.

AT&T CANADA

1991 to 1996

Director Access Management 1994 to 1996

Director Finance 1991 to 1994

Led two key teams to deliver major contributions toward AT&T Canada's (formerly Unitel) foray into the competitive long distance market.

- Assumed responsibility for a floundering multi-year national conversion program that was months behind schedule. Formed core team, defined program charter, reengineered processes and proceeded to meet targets, thereby avoiding impacts to year-end financial performance.
- Formed alternative access provider agreements, technical and business, with three major cable operators resulting in savings of up to 50%.
- Developed a comprehensive five year Capital Plan, recognized by the Chairman of the Board as being best in class as compared to their group of companies.
- Consistently met capital and expense annual budget targets.

OTHER POSITIONS

Norigen: VP Business Implementation 2000 to 2001 • **Nexus Engineering:** Product Manager 1990 to 1991

Bell Canada: Customer Systems Engineer 1988 to 1989 • Manager Network Engineering 1986 to 1988

Education

Master of Business Administration · University of British Columbia, Vancouver, BC 1991

International Business · Copenhagen Business School, Copenhagen, Denmark 1990

Network Engineering Program · University of Toronto, Toronto, ON 1989

Bachelor of Engineering Science · University of Western Ontario, London, ON 1986