

CHARLES EDWARD DUDLEY

Experienced Strategist, Business Architect, Business Intelligence/Analytics, and Business Transformation Professional

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SUMMARY

Business Leader with 25 years of experience in driving success within cross-functional project teams for a wide variety of clients and initiatives such as: strategy formulation and thought leadership; digital business transformation; analytics/business intelligence design and implementation; business architecture and capability roadmap development; performance and process improvement; internal communications design and collaboration; transactional line-of-business systems assessments and implementations; organizational effectiveness; quantitative financial and economic analytics and simulations; and business case/project valuations. Possessing an exceptional ability to bridge communication gaps between functional areas, delivering insightful perspective that ranges from the executive level down to detailed analysis and implementation. A veteran of CSC, NRG, and Wells Fargo Securities.

KEY SKILLS AND COMPETENCIES

- Business Strategy Formulation and Business Model Design
- Analytics, Performance Management, and Business Intelligence
- Business Architecture and Capability Design
- Financial Analysis and Business Case Development
- Wholesale & Retail Energy | Energy Efficiency Measures and Program Management
- Six Sigma/Lean/Theory of Constraints
- Product and Process Innovation
- Communications/Intranet Collaboration/ Collateral Production/Graphics/Video
- Agile Software Requirements and Functional Design
- BPMN 2, UML, TOGAF, and Archimate
- CSC Catalyst, ADM, PMBOK and other project methodologies
- Systems Assessments and Implementations

EMPLOYMENT HISTORY OVERVIEW



Principal and Owner

inLightinment LLC

January 2014 – Present | Tallahassee, FL

inLightinment LLC provides holistic strategy evaluation and formulation, business design, business transformation, and performance improvement consulting and advisory services to a range of organizations, from large corporations to startup ventures. Approach is data-driven and experience-guided, achieving superior results through the combination of systems thinking, proven business design techniques synergistically applied, sophisticated analysis methods, and a synthesis of best approaches from Fortune 500 and entrepreneurial ventures, all aimed at achieving alignment and harmony between strategy, capabilities and operations, and analytics/intelligence feedback mechanisms.



Senior Business Architect

The Forward Curve LLC

November 2014 - Present | Minneapolis, MN

Senior consultant to organizations in the Utilities and Energy Efficiency space. Focus is on the rapid improvement of capabilities in mature organizations, with special attention to process effectiveness and efficiency and the development of superior analytics capabilities to make the most of multi-million dollar organizational budgets. Systems and business processes I have designed are in use in many of the best-known utilities in the Northeast, in California, and in the Midwest. In my various roles in multiple projects, I have performed capability assessments, developed capability roadmaps, consulted on organizational direction, market strategy and demand sizing, published process improvement maps, executed and analyzed surveys involving tens of thousands of customers, and designed business intelligence dashboards, reports, and underlying data structures with information superiority as the goal.



Senior Strategy Consultant and Business Architect

CSC (Computer Sciences Corp.)

June 2008 – November 2014 | Falls Church, VA



Provided strategy consulting, business architecture, and business transformation advisory services to energy and utilities companies, covering such topics as business transformation, software development, requirements analysis, analytics and business intelligence, and general management.

[Originally a member of Bass & Company, acquired by CSC in August 2010]



Chief Financial Officer

Catalyst Energy Group

October 2005 – May 2008 | Atlanta, GA

Duties included oversight and administration of all finance and accounting (including fundraising, financial reporting, investor relations, capital structure design, and treasury management), legal structure, performance measurement and business intelligence, and performance management (process improvement and project management) for the firm.



Manager of Finance and Strategy

NRG Energy

May 2001 – October 2005 | Atlanta, GA

Formerly Mirant Corp, a spinoff of Southern Company. Duties included financial and tax analytics for large M&A transactions, evaluating new projects and targets, assessing and recommending corporate and competitive strategy for top management, building statistical simulations, assessing organizational design alternatives, and building performance management systems.



Relationship Manager, International Corporate Clients

Wells Fargo Securities

November 1998 – May 2001 | Atlanta, GA

Provided financial consulting and management expertise to subsidiaries of European corporate clients across a range of industries. Services included traditional banking products and investment banking underwriting capabilities.

EDUCATION

MBA	Masters of International Business (Global MBA) University of South Carolina, Moore School of Business
BA	International Studies with Honors University of South Carolina

DETAILED LIST OF COMPETENCIES

Learn more about my competencies and work approach at: <http://www.charles-dudley.com/competencies/>

Business Strategy and Operations	Strategic Finance and Performance Management	Enterprise Technology
Activities, Competencies, and Disciplines		
<ul style="list-style-type: none"> Competitive Strategy Strategic Capability Planning Holistic Business Transformation Product and Process Innovation Econometrics and Simulation Product Development & Offering Lifecycle Management Continuous Improvement Cross-functional Harmonization 	<ul style="list-style-type: none"> Financial Analysis and Business Case Development Financial Transaction Structuring and Execution Valuation Methods Performance Measurement and Management Project Finance Employee Incentive Design 	<ul style="list-style-type: none"> Business and Enterprise Architecture Analytics / Business Intelligence Functional Requirements Engineering and Prioritization Project and Program Management ERD / Logical Data Modeling Data Governance
Toolsets		
<ul style="list-style-type: none"> Complete strategy toolbox Applied microeconomics and economic simulation methods Six Sigma/Lean (Black Belt) Theory of Constraints Interactive Management Systems Dynamics Viable System Model 	<ul style="list-style-type: none"> Expert Excel Modeler Fully skilled in Valuation Methods and Frameworks Analytica Statistics Software (SAS, Minitab) PowerBI, Tableau, and other Visualization Packages 	<ul style="list-style-type: none"> CSC CATALYST, ADM, and other methodologies BPMN 2.0 & UML Archimate, TOGAF & BIZBOK Erwin & BPwin PMBOK Kimball and Inmon warehousing theories

REPRESENTATIVE RECENT ENGAGEMENTS AND PROJECTS

View my engagement information and work details at: <http://www.charles-dudley.com/engagements/>

<ul style="list-style-type: none"> Agent Analytics, Process Improvement, and Intelligence Design at Consumer Services Marketing Firm (Jan 2017 – Present) Sharepoint-based Testing Management and Business Intelligence Portal, Utilities Software Vendor Implementing Solution at Major Northeast Gas and Power Utility (Jan 2015 – Present) Spinoff Strategic and Financial Advisory, Vehicle Rental and Car-sharing Firm (Oct 2016 – May 2017) Innovation/Product Development Process Enhancement and Business Intelligence Design and Deployment, Major West Coast Gas Utility (Apr – Oct 2016) Market Research and Analysis Supporting Program Design and Strategy, Major Midwestern Gas Utility (Nov 2014 – Sep 2015) Enterprise Asset Management Performance Reporting Implementation, Major Mid-Atlantic Gas Utility (May 2013 – Feb 2014) 	<ul style="list-style-type: none"> Advisor to the Advisor for Specialized Utilities and Energy Consulting Firm (Jan 2016 – Present) Board Member, Strategist, and Permanent Advisor, Energy Brokering Firm (Aug 2013 – Present) Co-founder, Strategy Advisor, and Board Member, B2C Marketing and Transactional Software Vendor (Jan 2014 – Present) Business Intelligence Design and Forecasting Model Development, Major West Coast Gas Utility (Mar – Sep 2016) Energy Efficiency Product Offering Design and Execution, Major Southeastern Utility (Jan – Sep 2016) Requirements and Process Design, Major Northeastern Gas and Electric Utility (Dec 2015 – Mar 2016) Utilities Internal Group Sales Offering Design and Materials (for Enterprise Asset Management) Creation and Web Design (May – Nov 2014) Financial Systems Assessment, Major Mid-Atlantic Gas Utility (Mar – Jul 2013)
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