

Mary Moran

Business Acumen ♦ Operational Prowess ♦ Transformative Leadership ♦ Fiscal Acuity ♦ Talent Mentoring

SENIOR DIRECTOR – OPERATIONS & PROGRAM MANAGEMENT

A Broadly Experienced, Hands-On, Front-Line Business-Prosperity Catalyst with 20-plus years of repeated success contributing vision and dynamic direction to the growth and stability of a premier American telecommunications entity. Expert at planning and managing execution of complex expansion strategies, marshaling government and civic support of unconventional concepts, amplifying operational productivity, and maximizing the return on resource investments.

- ♦ Entrepreneurial Mindset
- ♦ Achievement Focused
- ♦ Undeterrable Attitude
- ♦ Superbly Skilled

Insightful, innovative, and resolute in converting challenge into progress, coordinating disparate internal and external factions in pursuit of common goals, and finding the most effective and cost-efficient solutions. Able to accurately assess risk versus reward and devise the most profitable response. Demanding yet empathetic with a collegial interpersonal style and eagerness to train and mentor. Trusted, respected, and relied upon for astute guidance in consequential situations.

CORE COMPETENCIES

Vendor Partnerships	Government / Community Relations	Risk Management
Startups / Turn-Arounds	M&A Closure / Resource Integration	Organizational Structuring
Change Initiation & Control	Stakeholder Rapport & Collaboration	Project Design & Direction
Customer Experience Improvement	Strategic Planning / Tactical Execution	Business Reengineering & Growth

PROFESSIONAL EXPERIENCE

T-Mobile USA | Cleveland, OH; St. Louis, MO; Sunrise, FL; Concord, CA; Islip, NY

2002 - Present

National provider of wireless telecom services including voice, text, video calling, and data communications.

Director of Network Engineering & Operations | Cleveland, OH | 2020 - Present

Promoted to replace a 20-year veteran and lead the 90 employees, partners, and contractors of the RF Engineering, Site Development, Field Operations, and Switch Operations functions across northern Ohio, western Pennsylvania, and West Virginia. Identify and pursue opportunities for operational efficiencies, cost savings, and talent reallocation.

- **Completed the acquisition of a regional network** serving rural communities in the unprecedented time of one year by designing and overseeing implementation of a comprehensive strategic plan.
- **Originated the inaugural peer-to-peer training program**, eventually adopted as a corporate initiative, that provided a venue for new employees to learn from veterans through a curriculum that combined basic job requirements and management's requests for skill improvements.
- **Pushed the section from the worst performer to #1 nationally** and still maintain the status by changing attitudes and behaviors through enhancing team collaboration, empowering employee action, providing personal support, maintaining an open-door policy, and unashamedly recognizing individual and group successes.

Marketing Manager | St. Louis, MO | 2010 - 2020

Served as the first nationwide female market manager guiding eight direct reports and a team of 40 overseeing network engineering and operations, system upgrades, new cell-site development, and RF design.

- **67% rise in successful troubleshooting** versus equipment replacement produced by classroom instruction for technicians with a mobile hands-on training center that simulated real-world problems in a laboratory setting.
 - **Boosted national technical proficiency** by helping introduce a system-wide competition (Tech Olympics) in which 60+ contestants vied to provide the best and fastest remedies to mechanical problems.

- **Championed formation of a national policy** defining how to minimize the danger to technicians affecting repairs by leading efforts to gather and analyze data outlining questionable or clearly unsafe work areas.
- **Directed service rollout into six new markets** while simultaneously managing a functioning operation by preparing an action plan that trained employees, updated vendors on expectations and timing, and accounted for potential risks.
- **3% boost in market share to 27% attained** through closing the company's largest sales contract based on engineering capability by showing the sales team areas of service availability having no or only a small number of customers.

- ◆ Innovative Modernization
- ◆ Performance Enrichment
- ◆ Training Reengineering
- ◆ Culture Shaping
- ◆ Market Growth

Senior Development Manager | Sunrise, FL | 2006 - 2010

Rebuilt the market through strategic operational and fiscal planning, cultivating influential government and market relationships, and expediting a high-volume cell-site build project in an often sensitive, politically charged setting.

- **Achieved concurrently the largest network expansion in company history** and number one performance rating by taking on more responsibilities and performing more activities than required by the job description.
- **Assisted attainment of local marketing objectives** by providing a vision of creating community partnerships that favored network upgrades capable of satisfying customer needs and empowering employees to execute the plan.
- **Established the company as an accepted partner** of state and local governments by devising plans for building a new, upgrading an existing network, and bolstering collaboration between internal and external entities.
- **Secured the industry's first seat** with the regional Emergency Operations Center with an opportunity to contribute to the design of disaster recovery strategies by conducting a grassroots campaign to join businesses, communities, and government agencies as a member of the local Emergency Support Function.

- ◆ Extraordinary Contributions Award
- ◆ South Florida OnAir Record
- ◆ Idea Exchange Award
- ◆ Miami Market Award

Development Manager | Concord, CA | 2004 - 2006

Directed site acquisition in northern California through a joint venture. Conducted extensive due diligence, prepared detailed contingency plans, and formatted and enforced performance guidelines for in-market vendors.

- **Integrated an existing competitive network** into the company's system by piloting the acquisition and decommissioning of telecommunication services, auditing zoning and leasing arrangements, and forming teams to manage the properties.
- **Raised performance across the organization** by instilling in operational teams a reverence for proper process, teaching correct procedures, and conducting formal recognition of successful individuals and groups.

Real Estate Manager | Islip, NY | 2002 - 2004

Closed municipal transactions, devised alternative solutions to overcome zoning issues, and joined with the technical director to meet specific market needs. Managed a 75-person group of legal, zoning, and planning consultants and independent contributors.

- **Constructed the most sites ever in a single year**, five times more growth than the predecessor, by developing an expertise in zoning and permitting, forging partnerships with municipal leaders, and expediting building activities.
- **Strengthened brand awareness** by designing projects that promoted the company's support of schools, associations, and community action committees.

ADDITIONAL EXPERIENCE

Property Specialist & Collocation Manager, Site Acquisition Consultants

EDUCATION / CERTIFICATIONS / VOLUNTEERING

Bachelor of Science in Political Science, Illinois State University
Internship - Public Defender's Office

Certificate Program - ExecOnline Strategic Leadership 2019 | Six Sigma White Belt- 2019

American Women's Business Association AMWA | International Association of Women IAW

Woman in Leadership - Ashland University, Board Member & Advisor | Green Belt Certification 2024