

MARVIN D. FLOYD

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SENIOR-LEVEL BUSINESS MANAGEMENT

Broad Industry Experience Growing and Managing Teams, Departments, and Companies – Start-up Management/Consulting/Mentoring – Software System Development/Testing/Business Analysis – Web Development/Management/Security – Budgeting and Expense Control – Strategic Planning – Team Development and Motivation – Customer Service Training & Management – Employee Benefits Administration

PROFESSIONAL EXPERIENCE

Start-up Consultant, TrekPak, LLC 2012-2015

- Mentored and counseled young owner with ownership responsibilities, product development processes, hiring and partnership issues.
- Helped with growth issues, including factory relocation, inventory storage, production expansion, marketing

Start-up Consultant, Carbide Robotics, LLC 2009-2011

- Responsible for creating financial/tax, legal, business insurance, employee benefit structures
- Built business plans for presentation to potential investors and/or partners
- Brought on additional advisory board members to assist with product definition and development
- Worked with Founder/Chief Engineer on product functionality

Owner, CondoDillon.com 2007-2018

- Eleven year owner of a condo Vacation Rental property in Dillon, CO on the shore of Lake Dillon.
- Responsible for all functions of renting, maintaining, billing, advertising/marketing, etc.
- Rental nights averaged over 150 per year.

Vice President - General Manager for VRBO.com, Inc. and HomeAway, Inc. 2001-2009

- Responsible for all functions of growing and managing the world's largest Vacation Rental By Owner website
 - During 8 year tenure VRBO.com grew property advertisements from 7700 to 130,000 (1688% growth)
 - Revenue increased by 3172%.
 - Site visits increased from 80,000 per month to 6.7 million per month (8333% growth).
 - Employees increased from 6 full- and part-time to 92 primarily full-time;
 - Revenue per employee doubled resulting from increased efficiencies in processes and IT systems
- Managed and directed two-pronged marketing strategy of property listing SEO optimization and member referrals to grow site traffic, membership, and revenue.
- Created the industry's first online security process and programs for identifying fraudulent rental inquiries and advertisements.
 - Parent company implemented VRBO's security functions and systems into their worldwide operations, as did several other companies that worked with VRBO to prevent fraud within industry.
- Regularly quoted as industry expert in newspapers, magazines, trade publications and blogs for the vacation, real estate, and financial industries.
 - Worked with The Fine Living Channel to create the television series "Around the World in 80 Properties" which ran for three years and featured over 100 vacation rental properties in over 20 countries.
- Following acquisition by HomeAway, Inc. promoted to Vice President of parent company; retained responsibility for all functions for VRBO.com, their largest subsidiary.
 - Documented VRBO best practices, including those concerning employee hiring and retention, property advertisement policies, customer service processes, IT development, SEO, and marketing
 - Presented quarterly status to senior executive team, as well as peers throughout the company
- One of three original members of HomeAway Benefits Committee responsible for creating benefits package of health, vision, dental, and life insurance, stock options, 401(k) for worldwide organization.

- Successfully transitioned company to new management at corporate HQ in Austin, TX.

Information Technology Manager/Software Engineering Process Manager with Qwest, Inc. (previously US WEST) 1997-2001

- **Process Re-engineering Manager** – Managed Sr. VP-level software development team through three process methodology migrations, initiated by CTO-level management changes. Each transition involved approximately 750 people and 450 projects
 - CMM Level 2 Certification (Capability Maturity Model)
 - XP, Extreme Programming (an iterative, agile programming methodology)
 - CDF (Comprehensive Development Framework; originally developed for Verizon Telecom)
 - Concurrently managed team of 11 system testers, responsible for 15 mission-critical applications.
- **Year 2000 Planning Manager** – Built and managed Y2K Test Planning team which provided guidance for obtaining Year 2000 compliance at the IT division level. The team minimized corporate liability for over 1000 applications and systems.
 - Limited corporate legal liability by developing methodology for certifying, tracking, and reporting on IT-owned applications. Information gathered was reported to senior level corporate management and to the federal Y2K commission
 - Represented US West as a member of the Y2K **National Communications Center for Telecommunications**

Sr. Consultant with EDS, 1995-1997

Testing Consultancy Team Manager - Founding member of new consulting group specializing in testing large software development projects in industry-leading companies around the world.

- Developed testing processes and standards for **Deutsche Bank's** Y2K remediation efforts in Frankfurt, Germany and New York City; created a timetable and plan for concurrently testing software applications/systems in data centers on every continent
- Project Manager for system testing the Global News Management System at **Dow Jones Corp.** for the successful implementation of a new publishing system for The Wall Street Journal and Barron's
- Led stress and performance testing team for the Customer Relations/Customer Service (reservations) system at **Ryder Commercial Truck Rental**
- Member of team that implemented a multi-terabyte direct marketing data warehouse at **Pacific Bell Telephone**; provided training and ongoing support for technical and financial analysts

Quality Assurance Team Manager - Led system test team for a new, proprietary GUI front-end for a SQL query and segmentation product.

- Member of three-person team that constructed a prototype data warehouse for **General Motors Europe**. Worked on-site with client and vendor marketing staff in England and Ireland to define business requirements and create initial data model

Business Systems Analyst/Consultant at Current, Inc. 1994-1995

Developed procedures and documentation for the implementation and customization of new direct marketing and order fulfillment systems. Led team defining requirements through executive and end-user interviews.

Data Systems Consultant at Mattel Toys, Inc. 1992-1993

Developed and managed the automation of the receipt of corporate tax data from their 100+ foreign subsidiaries. Recommended purchase of necessary desktop and network hardware and peripheral equipment and as needed, provided PC support for installation of the new equipment and software. Conducted audits and legal research for software ownership and tax compliance. Made recommendations for the realignment of several organizations for more efficient operations.

Program Manager-Business Analyst with Mileage Plus/United Airlines 1989-1991

Program manager and liaison between all internal departments for the development and implementation of frequent flyer programs at United and America West Airlines. Developed first PC-based project tracking system at company. Manager for introduction of Mileage Plus onto the Prodigy online information system allowing members to track their

accounts online for the first time. Later migrated system to the Internet. Managed transition of department from Los Angeles to Chicago.

Product Development-Systems Analyst SystemOne Corporation – Continental Airlines, 1987-1989

Performed systems analysis for the development and implementation of new airline customer service/reservations systems. Project manager for system conversions at several well-known airlines. Managed database conversion of over ten million records for each client, training customers, and assessing the results of the implementations. Conducted product presentations for several prospective clients including a comprehensive four-day team demonstration in Bahrain.

Central Reservations Control Manager at Frontier Airlines, 1979-1986

Managed team of analysts responsible for determining load factors for thousands of flights each day. Responsible for computer technical support for all 96 airports the airline served. Developed and produced load and no-shows reports used by senior management throughout company. Assisted with marketing programs including the Denver International Film Festival.

Travel Agency Manager / Start-Up Consultant, 1975-1979

Managed 'million dollar' travel agency with staff of 10 in multiple offices. Over two years while managing main agency I oversaw and managed the start-up of two new satellite agencies in Western Nebraska as well as one full service agency under separate ownership. Responsible for installing, testing, training for first online computer reservations system in our town. Obtained travel association approvals and certifications, hired and trained employees and new owners. Created accounting and marketing processes.

EDUCATION

Master of International Management, University of Denver (pending Spanish proficiency test)
Bachelor of Science, Business Administration/Business Aviation, Southern Nazarene University
Associate of Science, Computer Information Systems, El Camino College
Partially completed Associate of Arts, Fine Cabinetry and Woodworking, Red Rocks Community College

ADDITIONAL ACTIVITIES

Have permanent residency in Panama; snowbird part of winters there
Travel – 70 countries on 6 continents (list available on request), 49 states
Master Diver (PADI Scuba certification), woodworker/welding, skier, hiker/camper, gardener, Private Pilot (inactive), Vice President of neighborhood Homeowners Association
Former Owner – www.CondoDillon.com Dillon Colorado vacation rental. Oversaw cleaning/maintenance, guest reservations, interaction with building management. Average number of nights reserved 220/year.
On Board of Directors for MRI, organization focused on international children's education
5 years as Whiz Kids tutor for grade and middle school at-risk youth
Active in various church functions including international mission trips building churches and schools
Hurricane Katrina relief worker in Mississippi as a liaison to US Red Cross
Former political precinct leader for my neighborhood