

# Richard C. Sapp, PMP, CSM

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## Versatile Business Transformation Leader and IT Project Manager

Leverage a wide assortment of high-impact tools and principles to drive positive change and ensure sustainable growth. A wealth of business, leadership and information technology experience in consumer products, FinTech and telecommunications industries. Highlights:

- Senior Project Management Specialist at Equifax, Inc. (current)
- PM Technologies Project Management Consultant
- 25 years in various roles with The Coca-Cola Company
- Expertise in large-scale projects where Business, Technology and Process converge
- Certified Project Management Professional (PMP)
- Certified Scrum Master (CSM)
- Part-Time Lecturer in Project Management at Georgia Tech's Scheller College of Business since 2015
- MS Computer Information Systems from Georgia State
- BS Industrial Engineering from Georgia Tech

## PROFESSIONAL EXPERIENCE

### Project Management Leadership

- Future state reimaged public-facing web environment at Equifax
- Salesforce.com implementation of a customer onboarding application at Equifax
- System of the Future bottler re-franchising data migration program at Coca-Cola
- Optimization initiative to address operational process and information technology issues
- Channel expansion project, adding local market to existing national chains
- Redesign in Strategic Marketing to revise media buying processes
- Alternative route to market project
- Global implementation of web monitoring tool to identify vulnerabilities and threats
- Global Archives Research tool implementation to add value to marketing processes
- Latin America Group technical representative for a large-scale program that successfully prepared Coca-Cola and its bottlers for the Year 2000 (Y2K) rollover
- Computer-based training program for USA sales force to improve capabilities using a new sales reporting tool

### Program Management and Change Management

- Program & Execution Lead for public-facing web development & support team at Equifax
- Program Management leader for Coca-Cola's bottler re-franchising data migration program
- Established program management, change management and SharePoint routines for Coca-Cola Freestyle to enable successful transition through multiple, fast-paced improvements
- Directed the business integration and due diligence effort for sales, service, product distribution, procurement and equipment processes after the creation of Coca-Cola Refreshments
- Monitored business processes and IT systems for Information Security role to proactively mitigate risk, including disaster recovery, business continuity, and project tollgates

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## **Business Process Management / Business Modeling**

- Represented the business process interests of Foodservice in the creation of Coca-Cola Refreshments
- Led the cross-functional business process modeling effort for Coca-Cola Freestyle
- Business process subject matter expert on an effort to transform the way Coca-Cola Foodservice sells-in its bundle of goods and services
- Led teams that designed and implemented innovative business processes for a sales tool rollout
- Led visioning and business process design for an integrated operating environment with key bottler
- Created processes to reduce vulnerabilities and risks associated with information security threats

## **Shaping Emerging Business**

- Lead role in creating a new Customer Linkage organization and integrating enabling IT systems
- Set vision for and directed 50 people (business and IT) for the new Customer Linkage organization, which established and maintained complex relationship information for over three million outlets, for over 1,000 key customers in the Linkage database
- Built a global data privacy program from the ground up, from widely varying policies and practices across the company, including rigorous rules applied by the European Union
- Set a vision, established policies and created strategies, along with the Legal Division, to protect the data privacy of employees and consumers
- Created a North American Information Environment Vision, which enabled information technology (IT) and business alignment between Coca-Cola USA and Coca-Cola Enterprises

## **CAREER HISTORY**

### **EQUIFAX, INC.**

#### **Senior Project Manager Specialist**

**2018 – Current**

Leading several key IT projects in collaboration Marketing and four primary Business Units that will redefine our approach to web design and presentation of public-facing web sites and elements. Also responsible for leading the program and execution support for the external web development and support team at Equifax, including Security compliance, code development practices and audit response.

### **PM TECHNOLOGIES**

PM Technologies provides project management expertise on a contract basis to implement large complex projects. PM Technologies' staff are seasoned project management professionals with extensive information technology, telecommunications, and technology facilities expertise.

#### **Senior Project Manager**

**2015 – 2018**

Led System of the Future bottler re-franchising data migration program at **The Coca-Cola Company**, the global leader in the Non-Alcoholic Ready-to-Drink beverage industry. Provided program and project management expertise to ensure bottling properties were transitioned to new ownership effectively and on time.

Led Customer Relationship Management projects to implement transformative Salesforce.com applications for **Equifax**, a global leader in the consumer, commercial and workforce information solutions industry. Successfully led a Salesforce.com implementation of a customer onboarding application and related business processes.

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## THE COCA-COLA COMPANY

### **Director, Operational Excellence, Coca-Cola North America Strategic Initiatives**

**2010 – 2015**

Led business transformation efforts across North America, with a primary focus on business expansion, business process management, program management and project execution.

### **Director, Business Process Improvement, Foodservice and On-Premise**

**2004 – 2010**

Cross-functional leadership role on the project to create Coca-Cola Refreshments, the Coca-Cola Freestyle platform and other business process improvement efforts across multiple business functions.

### **Information Security and Data Privacy Risk Analyst, Corporate Information Technology**

**2002 – 2003**

Designed and implemented programs to ensure the global security of the information assets of The Coca-Cola Company, with a heavy focus on standard repeatable processes, metrics, audit controls and risk mitigation.

### **Director, Master Plan Implementation Team, Corporate Information Technology**

**2000 – 2002**

Created policies, IT strategic plans and business processes to improve the ability of corporate business functions to protect and enhance the trademark, image and reputation of the Coca-Cola business system.

### **Senior Account Manager, Latin America Group, Corporate Information Technology**

**1998 – 1999**

Built and implemented business information solutions to enable franchise business to drive sales volume and financial results in over 40 countries in Latin America. Key clients were six Latin America division presidents and their staffs.

### **Customer Linkage Group Manager, Coca-Cola USA**

**1995 – 1997**

Designed, created and staffed a high-performing business and IT organization from the ground up. Built and maintained comprehensive retail-outlet customer information for top-focus USA customers. Enhanced ability to anticipate and create Coca-Cola USA selling opportunities, leading to increased market share and millions of dollars of increased revenues.

### **Performance Measurement Manager, Coca-Cola USA**

**1992 – 1995**

Built the business process changes in the Coca-Cola USA division to enable rapid measurement of unit case sales and gallon shipments volume. Effectively integrated new sales reporting tools into the business environment. The tools collected, consolidated and provided access to sales by outlet on a daily basis.

## ADDITIONAL CAREER HISTORY

Began career as an Industrial and Systems Engineer, then moved into the information technology sector within the telecommunications industry with companies such as **BellSouth** and **Sprint**. Quickly moved from analysis and programming to management of IT development and support organizations.

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## EDUCATION, CERTIFICATIONS AND TEACHING

**Master of Science in Computer Information Systems – Georgia State University**

**Bachelor of Science in Industrial and Systems Engineering (Co-op) – Georgia Institute of Technology**

**Certified Project Management Professional (PMP)**

**Certified Scrum Master (CSM)**

**Certified Six Sigma Green Belt**

**Project Management Institute (PMI) Member**

**Technology Association of Georgia (TAG) Member**

**AHEPA Educational Fund Board Member**

**Part-Time Lecturer** – teaching Project Management to undergraduate students since 2015 at the Georgia Tech Scheller College of Business in an adjunct role

**Guest Lecturer** – occasional lecturer for Project Management in the MBA Program at the Georgia Tech Scheller College of Business