

120304-TX



**MALDONADO LAW**

THE LAW OFFICE OF EDWARD A. MALDONADO, PA  
815 Ponce de Leon Blvd, Suite 304 Coral Gables, FL 33134  
Tel: 305-477-7580 Fax: 305-477-7504 Toll-Free: 1+ (877) 245-6326  
[www.maldonado-group.com](http://www.maldonado-group.com)

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Thursday, November 08, 2012

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COMMISSION  
CLERK

Check received with filing and forwarded to fiscal for deposit. Fiscal to forward deposit information to Records.

Initials of person who forwarded check

**To:** Florida Public Service Commission  
Division of the Commission Clerk  
2540 Shumard Oak Blvd.  
Tallahassee, Florida 32399-0850

**From:** Mr. Edward Maldonado, Esq.  
Law Offices of Edward A. Maldonado, PA  
815 Ponce de Leon Blvd, Suite 304 Coral Gables, FL 33134  
On Behalf of Baix Corporation

11/8/12

Check # 2356

**In RE:** Baix Corporation Application for Certificate of Authority pursuant to Fla. Stat. 364.33 in Order to provide telecommunication services within the State of Florida.

Dear Commission Clerk:

On behalf of Baix Corporation ("Baix"), enclosed you shall find an original and two copies of an Application for Authority to Provide telecommunication services pursuant to Fla. Stat. 364.33. Also enclosed in a check in the amount of \$400.00 USD which is herein submitted as Baix's fee for this Application. The following is herein submitted for your review:

1. State of Florida Application for Baix Corporation
2. Request by Baix for confidential treatment of Exhibit C
3. Exhibit A of the Application, proof of corporate standing and status in Florida
4. Exhibit B of the Application, qualifications of Management & Technical Staff
5. Exhibit C of the Application, public & non-confidential version of financial qualifications
6. Confidential version of Financials for in camera review by Commission

Please be advised that Baix shall provide primarily wholesale and resale data services throughout the State of Florida and shall not provide retail services to the public, or, voice services. Qualifications as to managerial staff reflect this line of business and are material for the Commission's review of their qualification(s).

COM \_\_\_\_\_  
 AFD \_\_\_\_\_  
 APA \_\_\_\_\_  
 ECO \_\_\_\_\_  
 ENG \_\_\_\_\_  
 GCL \_\_\_\_\_  
 IDM \_\_\_\_\_  
 TEL \_\_\_\_\_  
 CLK \_\_\_\_\_

DOCUMENT NUMBER-DATE

November 8, 2012

07967 DEC -4 12

1 | Page  
Maldonado Law



FPSC-COMMISSION CLERK



## MALDONADO LAW

THE LAW OFFICE OF EDWARD A. MALDONADO, PA

815 Ponce de Leon Blvd, Suite 304 Coral Gables, FL 33134

Tel: 305-477-7580 Fax: 305-477-7504 Toll-Free: 1+ (877) 245-6326

[www.maldonado-group.com](http://www.maldonado-group.com)

In reference to Exhibit C of the Application, Baix requests confidential treatment of the entire Exhibit C in accordance with Rule 25-22.006(4) of the Florida Administrative Code. Pursuant to Rule 25-22.006(4)(a), Baix herein submits a public & non-confidential version of financial qualifications under Exhibit C with the attached application.

Also enclosed is a duplicate copy of this cover letter. Please date-stamp the duplicate copy of this letter and return it in the enclosed, self-addressed and postage paid envelope. Feel free to contact me personally at (305) 477-7580 if you have any questions regarding this filing or Baix's qualifications.

Respectfully Submitted,

Date: Thursday, November 08, 2012

Edward A. Maldonado, Esq.

Counsel for **Baix Corporation** (a Wyoming corporation)

**Maldonado Law**

815 Ponce de Leon Blvd, Suite 304, Miami, FL 33134

Tel: (305) 477-7580 Fax: (305) 477-7504

E-Mail: [eam@maldonado-group.com](mailto:eam@maldonado-group.com) [www.maldonado-group.com](http://www.maldonado-group.com)

\* there was  
no postage  
included on  
return envelope.  
Nothing returned  
- dm



Before the

**Florida Public Service Commission**

Tallahassee, Florida

In RE: Application of Baix Corporation for  
Certificate of Authority pursuant to Fla. Stat. 364.33  
in order to provide telecommunication services  
within the State of Florida.

DOCKET NO. 120304-TX

**BAIX Corporation Application for  
Florida Certificate of Authority**

Respectfully Submitted,

Date: Monday, October 29, 2012

**Ms. Karen Webb Bailey**  
Chairman and President  
BAIX Corporation  
109 E. 17<sup>th</sup> Street Ste. 4223  
Cheyenne, WY 82001  
[karen.bailey@baixcorp.com](mailto:karen.bailey@baixcorp.com)

DOCUMENT NUMBER-DATE

07967 DEC -4 2012

FPSC-COMMISSION CLERK

1. This is an application for (check one):

Original certificate (new company).

Approval of transfer of existing certificate: Example, a non-certificated company purchases an existing company and desires to retain the original certificate of authority rather than apply for a new certificate.

Approval of assignment of existing Certificate: Example, a certificated company purchases an existing company and desires to retain the existing certificate of authority and tariff.

2. Name of company: BAIX Corporation

3. Name under which applicant will do business (fictitious name, etc.):

4. Official mailing address:

Street/Post Office Box: 109 E. 17th Street Ste. 4223

City: Cheyenne

State: WY

Zip: 82001

5. Florida address: Corporate Creations Network Inc.

Street/Post Office Box: 11380 Prosperity Farms Road # 221E

City: Palm Beach Gardens

State: FL

Zip: 33410

6. Structure of organization:

Individual  
Foreign Corporation  
General Partnership  
Other,

Corporation  
Foreign Partnership  
Limited Partnership

7. **If individual**, provide:

Name:  
Title:  
Street/Post Office Box:  
City:  
State:  
Zip:  
Telephone No.:  
Fax No.:  
E-Mail Address:  
Website Address:

8. **If incorporated in Florida**, provide proof of authority to operate in Florida. The Florida Secretary of State corporate registration number is:

9. **If foreign corporation**, provide proof of authority to operate in Florida. The Florida Secretary of State corporate registration number is: **F12000004047**

See Exhibit A

10. **If using fictitious name (d/b/a)**, provide proof of compliance with fictitious name statute (Chapter 865.09, FS) to operate in Florida. The Florida Secretary of State fictitious name registration number is:

11. **If a limited liability partnership**, please proof of registration to operate in Florida. The Florida Secretary of State registration number is:

12. **If a partnership**, provide name, title and address of all partners and a copy of the partnership agreement.

Name:  
Title:  
Street/Post Office Box:  
City:  
State:  
Zip:  
Telephone No.:  
Fax No.:  
E-Mail Address:  
Website Address:

13. **If a foreign limited partnership**, provide proof of compliance with the foreign limited partnership statute (Chapter 620.169, FS), if applicable. The Florida registration number is:

14. Provide **F.E.I. Number**(if applicable): 45-5237984

15. Who will serve as liaison to the Commission in regard to the following?

(a) The application: Maldonado Law

Name: Edward A. Maldonado Esq.  
Title: Attorney  
Street name & number: 815 Ponce de Leon Blvd. Ste. 304  
Post office box:  
City: Coral Gables  
State: FL  
Zip: 33134  
Telephone No.: (305) 477-7580  
Fax No.: (305) 477-7504  
E-Mail Address: [eam@maldonado-group.com](mailto:eam@maldonado-group.com)  
Website Address: [www.maldonado-group.com](http://www.maldonado-group.com)

(b) Official point of contact for the ongoing operations of the company:

Name: Karen Webb Bailey  
Title: Chairman and President  
Street name & number: 109 E. 17th Street Ste. 4223  
Post office box:  
City: Cheyenne  
State: WY  
Zip: 82001  
Telephone No.: (855) 332-3388  
Fax No.:  
E-Mail Address: [karen.bailey@baixcorp.com](mailto:karen.bailey@baixcorp.com)  
Website Address:

(c) Complaints/Inquiries from customers:

Name: Karen Webb Bailey  
Title: Chairman and President  
Street/Post Office Box: 109 E. 17th Street Ste. 4223  
City: Cheyenne  
State: WY  
Zip: 82001  
Telephone No.: (855) 332-3388  
Fax No.:  
E-Mail Address: [service@baixcorp.com](mailto:service@baixcorp.com)  
Website Address:

**16. List the states in which the applicant:**

**(a) has operated as a Competitive Local Exchange Telecommunications Company.**

None at this time. Applicant intends to apply for CLEC certifications in CA, IL and NC after application in Florida

**(b) has applications pending to be certificated as a Competitive Local Exchange Telecommunications Company.**

None at this time. See answer to 16(a) above.

**(c) is certificated to operate as a Competitive Local Exchange Telecommunications Company.**

Not at this time.

**(d) has been denied authority to operate as a Competitive Local Exchange Telecommunications Company and the circumstances involved.**

Never.

**(e) has had regulatory penalties imposed for violations of telecommunications statutes and the circumstances involved.**

None.

**(f) has been involved in civil court proceedings with an interexchange carrier, local exchange company or other telecommunications entity, and the circumstances involved.**

No.

17. Indicate if any of the officers, directors, or any of the ten largest stockholders have previously been:

(a) adjudged bankrupt, mentally incompetent (and not had his or her competency restored), or found guilty of any felony or of any crime, or whether such actions may result from pending proceedings. If so, provide explanation.

No

(b) granted or denied a competitive local exchange certificate in the State of Florida (this includes active and canceled competitive local exchange certificates). If yes, provide explanation and list the certificate holder and certificate number.

No

(c) an officer, director, partner or stockholder in any other Florida certificated or registered telephone company. If yes, give name of company and relationship. If no longer associated with company, give reason why not.

No

18. Submit the following:

(a) Managerial capability: resumes of employees/officers of the company that would indicate sufficient managerial experiences of each. See Exhibit B

(b) Technical capability: resumes of employees/officers of the company that would indicate sufficient technical experiences or indicate what company has been contracted to conduct technical maintenance. See Exhibit B

(c) Financial Capability: applicant's audited financial statements for the most recent three (3) years. If the applicant does not have audited financial statements, it shall so be stated. Unaudited financial statements should be signed by the applicant's chief executive officer and chief financial officer affirming that the financial statements are true and correct and should include:

1. the balance sheet,
2. income statement, and
3. statement of retained earnings.

**Note:** This documentation may include, but is not limited to, financial statements, a projected profit and loss statement, credit references, credit bureau reports, and descriptions of business relationships with financial institutions.

See Exhibit C



**THIS PAGE MUST BE COMPLETED AND SIGNED**

**REGULATORY ASSESSMENT FEE:** I understand that all telephone companies must pay a regulatory assessment fee. Regardless of the gross operating revenue of a company, a minimum annual assessment fee, as defined by the Commission, is required.

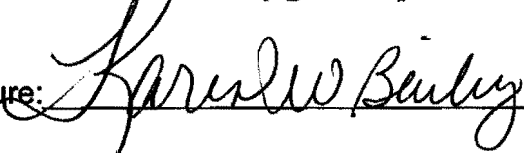
**RECEIPT AND UNDERSTANDING OF RULES:** I acknowledge receipt and understanding of the Florida Public Service Commission's rules and orders relating to the provisioning of competitive local exchange telecommunications company (CLEC) service in Florida.

**APPLICANT ACKNOWLEDGEMENT:** By my signature below, I, the undersigned officer, attest to the accuracy of the information contained in this application and attached documents and that the applicant has the technical expertise, managerial ability, and financial capability to provide competitive local exchange telecommunications company service in the State of Florida. I have read the foregoing and declare that, to the best of my knowledge and belief, the information is true and correct. I attest that I have the authority to sign on behalf of my company and agree to comply, now and in the future, with all applicable Commission rules and orders.

Further, I am aware that, pursuant to Chapter 837.06, Florida Statutes, "Whoever knowingly makes a false statement in writing with the intent to mislead a public servant in the performance of his official duty shall be guilty of a misdemeanor of the second degree, punishable as provided in s. 775.082 and s. 775.083."

**Company Owner or Officer**

Print Name: Karen Webb Bailey  
Title: Chairman and President  
Telephone No.: (855) 332-3388  
E-Mail Address: karen.bailey@baixcorp.com

Signature: 

Date: 11/27/2012

Before the

**Florida Public Service Commission**

Tallahassee, Florida

In RE: Application of Baix Corporation for  
Certificate of Authority pursuant to Fla. Stat. 364.33  
in order to provide telecommunication services  
within the State of Florida.

DOCKET NO. 120304-TX

**EXHIBIT A**

**Proof of Corporate Standing and Status in Florida**

Respectfully Submitted,

Date: Monday, October 29, 2012

**Ms. Karen Webb Bailey**  
Chairman and President  
BAIX Corporation  
109 E. 17<sup>th</sup> Street Ste. 4223  
Cheyenne, WY 82001  
[karen.bailey@baixcorp.com](mailto:karen.bailey@baixcorp.com)



October 3, 2012

FLORIDA DEPARTMENT OF STATE  
Division of Corporations

BAIX CORPORATION  
109 E. 17TH STREET, STE.4223  
CHEYENNE, WY 82001

Qualification documents for BAIX CORPORATION were filed on October 2, 2012 and assigned document number F12000004047. Please refer to this number whenever corresponding with this office.

Your corporation is authorized to transact business in Florida as of the file date.

The certification you requested is enclosed. This document was electronically received and filed under FAX audit number H12000240222.

To maintain "active" status with the Division of Corporations, an annual report must be filed yearly between January 1st and May 1st beginning in the year following the file date or effective date indicated above. If the annual report is not filed by May 1st, a \$400 late fee will be added.

A Federal Employer Identification Number (FEI/EIN) will be required when this report is filed. Contact the IRS at 1-800-829-4933 for an SS-4 form or go to [www.irs.gov](http://www.irs.gov).

Please notify this office if the corporate address changes.

Should you have any questions regarding this matter, please contact this office at (850) 245-6052.

Thomas Chang  
Regulatory Specialist II  
New Filing Section  
Division of Corporations

Letter Number: 212A00024549

# State of Florida



Department of State

I certify from the records of this office that BAIX CORPORATION, is a corporation organized under the laws of Wyoming, authorized to transact business in the State of Florida, qualified on October 2, 2012.

The document number of this corporation is F12000004047.

I further certify that said corporation has paid all fees due this office through December 31, 2012, and its status is active.

I further certify that said corporation has not filed a Certificate of Withdrawal.

I further certify that this is an electronically transmitted certificate authorized by section 15.16, Florida Statutes, and authenticated by the code, 212A00024549-100312-F12000004047-1/1, noted below.

Authentication Code: 212A00024549-100312-F12000004047-1/1

Given under my hand and the  
Great Seal of the State of Florida,  
at Tallahassee, the Capital, this the  
Third day of October, 2012



*Ken Detzner*  
Ken Detzner  
Secretary of State

**APPLICATION BY FOREIGN CORPORATION FOR AUTHORIZATION TO TRANSACT BUSINESS IN FLORIDA**

*IN COMPLIANCE WITH SECTION 607.1503, FLORIDA STATUTES, THE FOLLOWING IS SUBMITTED TO REGISTER A FOREIGN CORPORATION TO TRANSACT BUSINESS IN THE STATE OF FLORIDA.*

1. BAIX Corporation

(Enter name of corporation; must include "INCORPORATED," "COMPANY," "CORPORATION," "Inc.," "Co.," "Corp.," "Inc.," "Co.," or "Corp.")

(If name unavailable in Florida, enter alternate corporate name adopted for the purpose of transacting business in Florida)

2. Wyoming

(State or country under the law of which it is incorporated)

3. 45-5237984

(FEI number, if applicable)

4. January 10, 2012

(Date of incorporation)

5. perpetual

(Duration: Year corp. will cease to exist or "perpetual")

6. Upon filing of this application.

(Date first transacted business in Florida, if prior to registration)  
(SEE SECTIONS 607.1501 & 607.1502, F.S., to determine penalty liability)

7. 109 E. 17th Street, Ste. 4223 Cheyenne, WY 82001

(Principal office address)

(Current mailing address)

8. \_\_\_\_\_

(Purpose(s) of corporation authorized in home state or country to be carried out in state of Florida)

9. Name and street address of Florida registered agent: (P.O. Box NOT acceptable)

Name: Corporate Creations Network Inc.

Office Address: 11380 Prosperity Farms Road #221E

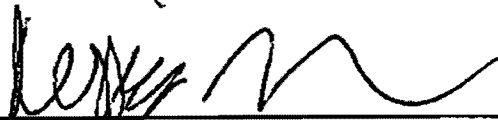
Palm Beach Gardens, Florida 33410  
(City) (Zip code)

10. Registered agent's acceptance:

*Having been named as registered agent and to accept service of process for the above stated corporation at the place designated in this application, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relative to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.*

Jessica Morales, Special Secretary

(Registered agent's signature)



11. Attached is a certificate of existence duly authenticated, not more than 90 days prior to delivery of this application to the Department of State, by the Secretary of State or other official having custody of corporate records in the jurisdiction under the law of which it is incorporated.

H12000240222

12. Names and business addresses of officers and/or directors:

A. DIRECTORS

Chairman: Karen Webb Bailey

Address: 109 E. 17th Street, Ste. 4223 Cheyenne, WY 82001

Vice Chairman: James Bailey

Address: 109 E. 17th Street, Ste. 4223 Cheyenne, WY 82001

Director: \_\_\_\_\_

Address: \_\_\_\_\_

Director: \_\_\_\_\_

Address: \_\_\_\_\_

B. OFFICERS

President: Karen Webb Bailey

Address: 109 E. 17th Street, Ste. 4223 Cheyenne, WY 82001

Vice President: \_\_\_\_\_

Address: \_\_\_\_\_

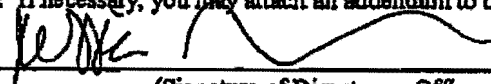
Secretary: \_\_\_\_\_

Address: \_\_\_\_\_

Treasurer: \_\_\_\_\_

Address: \_\_\_\_\_

NOTE: If necessary, you may attach an addendum to the application listing additional officers and/or directors.

13.   
(Signature of Director or Officer listed in number 12 of the application)

14. Karen Webb Bailey, President by Jessica Morales as attorney-in-fact  
(Typed or printed name and capacity of person signing application)

**STATE OF WYOMING**  
**Office of the Secretary of State**

I, MAX MAXFIELD, SECRETARY OF STATE of the STATE OF WYOMING, do hereby certify that according to the records of this office,

**BAIX Corporation**  
Is a  
**Profit Corporation**

formed or qualified under the laws of Wyoming did on **January 10, 2012**, comply with all applicable requirements of this office. Its period of duration is Perpetual. This entity has been assigned entity identification number **2012-000614469**.

This entity is in existence and in good standing in this office and has filed all annual reports and paid all annual license taxes to date, or is not yet required to file such annual reports; and has not filed Articles of Dissolution.

I have affixed hereto the Great Seal of the State of Wyoming and duly generated, executed, authenticated, issued, delivered and communicated this official certificate at Cheyenne, Wyoming on this 2nd day of October, 2012 at 10:49 AM. This certificate is assigned 012692525.



*Max Maxfield*  
Secretary of State

Notice: A certificate issued electronically from the Wyoming Secretary of State's web site is immediately valid and effective. The validity of a certificate may be established by viewing the Certificate Confirmation screen of the Secretary of State's website <http://wyobiz.wy.gov> and following the instructions displayed under Validate Certificate.

Before the

**Florida Public Service Commission**

Tallahassee, Florida

In RE: Application of Baix Corporation for  
Certificate of Authority pursuant to Fla. Stat. 364.33  
in order to provide telecommunication services  
within the State of Florida.

DOCKET NO. 120304-TX

**EXHIBIT B**

**Technical & Management Qualifications of  
Baix Corporation**

Respectfully Submitted,

Date: Monday, October 29, 2012

**Ms. Karen Webb Bailey**  
Chairman and President  
BAIX Corporation  
109 E. 17<sup>th</sup> Street Ste. 4223  
Cheyenne, WY 82001  
[karen.bailey@baixcorp.com](mailto:karen.bailey@baixcorp.com)



---

**KAREN WEBB BAILEY**

7310 Doug Hill Road ▪ Bon Aqua, TN 37025 ▪ 704.819.7332 (mobile) ▪ karen.bailey@yahoo.com

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**SENIOR INFORMATION TECHNOLOGY EXECUTIVE**

*Delivering Technology and Organizational Change*

**SPECIALIZING IN:**

- *Global Voice/Data Communications*
- *Unified Communication and Collaboration*
- *Information Security and Risk Management*
- *IT Service Management/ITIL*
- *Program and Portfolio Management*
- *New Product Development and Service Delivery*
- *Technology Architecture/Roadmap Development*
- *Financial Management and Portfolio Control*

High-energy, articulate executive with over 20 years of information technology experience who can lead at the strategic, visionary level and manage at the operational practical level. Results-oriented, recognized for taking on major initiatives, adapting to rapidly changing environments and resolving mission critical issues to ensure bottom line success. Customer-centric and consultative in approach with business partners and end-user customers to develop and deliver products and solutions that are centered around the business rather than the technology. Highly skilled at managing and delivering change initiatives to people, process and technology.

**Highlights Include:**

**Service Management:** Key member of management team that transformed a divided, technology-based engineering organization into a high-performing service-provider division based on ITIL and ITSM principles with multi-year strategic plans and a disciplined approach to technology investment leading to enhanced service levels as well as operational and cost efficiencies. Provided leadership to over 140 Voice and Contact Center Telephony associates with a budget accountability of over \$200 million and end-to end accountability for the communication needs of over 110,000 team members, 14,000 agents and 1500 Traders.

**Architecture and Strategic Product Development:** Led the architecture, development, operational transition and lifecycle management of a wide variety of products and solutions in Information Security, Risk Management, Infrastructure and Telephony including a patent-pending Supplier Portfolio Index which used a series of key measurements and indices to provide business intelligence about technology risk.

**Customer Relationship Management:** Established "Customer First" processes in multiple organizations to connect technology and business partners in the development of product and service solutions that enable business processes and create technology/business partnerships in the delivery of solutions. Presented highly technical material to diverse audiences from C-Level presentations to conferences such as VoiceCon and Interop.

**Technical and Operational Efficiency:** Led multiple initiatives to drive efficiencies including the development of technology and organizational solutions resulting in a targeted cost reduction in the delivery of telephony services to remote locations by 40%

**Technical Expertise:** Author, Building Cisco MultiLayer Switch Networks, CCIE #3662 (former), CISSP (former) industry visionary known for strategy, planning and architecture for Networks, VoIP, Unified Communications, Collaboration, Computer Telephony Integration (CTI) and SIP as well as Information Security, Firewalls, Encryption and Risk Management.

## PROFESSIONAL EXPERIENCE

---

ASURION, Nashville, TN

2010 - 2011

### Senior Director - Enterprise Architecture and Infrastructure Production Services

*Senior leader accountable for the execution of the technical, operational and organizational strategy as well as the delivery and management of the Infrastructure Production environment.*

**Challenge:** Define the execution strategy for driving technology, organization and operational maturity to the Information Technology organization of a rapidly growing startup company.

#### Selected Accomplishments:

- Defined, established buy-in and began the execution of a multi-year roadmap necessary to enable Information Technology to balance the need for operational stability and organizational agility in a Business Maturity Excellence Framework
- Managed Production Services with over 70 team members in the US, Philippines and India including delivery, break-fix and monitoring of all infrastructure elements including telephony, network, SAN, Messaging, virtualized servers as well as a NOC

WACHOVIA/WELLS FARGO, Charlotte, NC

2006 - 2010

### VP, Director of Voice and Contact Center Telephony Services

*Senior technology manager accountable for ~\$200M division encompassing the end-to-end delivery of telephony services including Enterprise Voice, Trader Voice and Global Contact Center for all domestic and international locations. Provide strategic leadership to team of 140+ associates located nationwide.*

**Challenge:** Lead the transformation of established voice, communication and contact center service practices from a regional, TDM based solution with inconsistent business processes and technologies to a unified organization based on Service Management disciplines. Initially faced strong resistance from management team and employees who had been comfortable with the status quo. Successfully established strategic vision and strategy, and led a complete turnaround in both business results and organization culture.

#### Selected Accomplishments:

- Transformed the delivery of network and voice infrastructure and application services including transitioning to a Product and Service Management model providing options and accountability to line of business partners that balanced cost and key SLA's such as availability and placed the choice of a final solution in the hands of the business
- Centralized and consolidated the processes and technologies of 12 different organizations into one resulting in improved service levels, enhanced operational efficiency and over \$1M per year in organizational savings within the first 12 months and a "Directionally Correct" investment for 220,000 phones, 14,000 agents and 1600 Trading positions
- Established a converged, centralized and consolidated business model resulting in a projected \$20M/year save in the cost of delivering voice services to remote locations using SOA and Cloud Computing principles to provide enhanced feature/function and a reduced Mean Time to Turn-up new products and services
- Delivered first International virtualized Contact Center using VoIP with agents in Manila and infrastructure provided and supported by domestic data centers including the use of virtualized desktops and dial tone
- Led a series of upgrades, new installations and application enhancements which included the replacement of obsolete systems in over 50 locations annually, the centralization of servers and applications from remote locations to the data center and the upgrade of critical applications such as voicemail, Telepresence, and audio/web conferencing

## Network Governance – VoIP Program Executive

*Senior technology executive responsible for the governance of the EDS delivery of VoIP to Bank of America customers.*

**Challenge:** Install VoIP at close to 6000 retail branch locations replacing legacy TDM systems in a very aggressive two year schedule. Bank of America end-users and business strongly resisted the implementation of a new telephony technology, and the implementation process had failed to achieve success in three separate attempts to deploy VoIP in the retail branches. Developed service delivery and partner relationship model as well as the methodology by which 6000 sites were transformed within timeline and without interruption.

### Selected Accomplishments:

- Transformed the Network Governance relationship with the Retail Business team in the execution of voice technology initiatives
- Implemented disciplined technology, implementation and customer engagement standards including the development of key performance metrics and a use-case approach to solving communication process needs with IP communication technology
- Established customer-facing process (“Voice Standards Committee”) which connected technology and the business user for the first time in partnership to define the solution, standards, implementation, communication and training methodology resulting in consensus on the Critical Success Criteria used to manage and govern the EDS’ implementation of the solution and the ability to move the project forward successfully in the required timeline through the very standard solution provided
- Governed the EDS support and implementation of VoIP resulting in improved processes, measureable implementation SLA’s and improved customer satisfaction

## Information Security Consulting Manager and Process Design Executive

*Senior manager responsible for the creation of information security solutions including risk management tools to measure and report on the risk of supplier relationships where the supplier had access to customer or bank confidential information as well as providing leadership for over twenty risk management professionals.*

**Challenge:** A data breach at a key supplier with access to millions of confidential records presented the need to manage and define the risk of supplier relationship across the entire organization. Developed the methodology and tools required to manage the risk of over 10,000 suppliers in partnership with every major line of business.

### Selected Accomplishments:

- Transformed the way that the bank handled the risk of supplier relationship including the development of Supplier Risk Profiles, Inherent and Residual Risk Indexes (patent-pending Supplier Portfolio Indexes) and Risk Assessment Methodology
- Established formal partnerships across all major business units including Supply Chain Management, Compliance, Audit and Operational Risk as well as all major financial lines of businesses resulting in the identification, profile and assessment of the security posture of all suppliers to Bank of America
- Developed and executed the Supplier Information Security Risk Management Process and corresponding tools resulting in enhanced business visibility into the risk associated with both individual suppliers as well as the supplier portfolio
- Launched and managed Supplier Management Control Review initiative which provided business intelligence about the highest-risk suppliers for Consumer organization resulting in an enhanced understanding of the risks associated with third party relationships

## Network Technical Lead (Consultant)

*Team lead accountable for the design, test, build and implementation of the Bank of America dual core infrastructure and the optical metropolitan area networks in fourteen cities. Technical Lead for the rebuild of the Military Bank Overseas, outsourced to BoA*

**Challenge:** Rebuild the Bank of America core and metropolitan area networks as well as the Military Bank International Network

### Selected Accomplishments:

- Provided transformative network solutions for core, metro and international networks
- Led the design, test and deployment team for the Core and MAN infrastructure resulting in an on-time delivery of nationwide core in just over four months and fourteen metropolitans networks in under twelve months
- Performed operational handoff of new core and MAN through the use of extensive documentation, training and operational best practices resulting in an installation and release to production that provided over 99.9995% of availability

## SUMMARY OF PREVIOUS EXPERIENCE

- NETSCREEN, Santa Clara, CA 2000 - 2001  
*Leading manufacturer of hardware-based Firewall and Security Solutions (now Juniper)*  
**Principal Instructor**
- *Developed curriculum and courseware designed to prepare NetScreen resellers the skills necessary to design, implement and support NetScreen products and services including firewall, VPN and intrusion detection*
  - *Presented course materials worldwide to resellers including extensive instruction to VARs in APAC and EMEA locations*
- GEOTRAIN, San Mateo, CA 1998 - 2000  
*Leading provider of Certified Cisco training (now Global Knowledge)*  
**Cisco Certified Systems Instructor, Published Author**
- *Authored Building Cisco Multi-Layer Switch Networks, Cisco Press, 1999*
  - *Technical Editor of Building Cisco Remote Access Networks, Cisco Press, 1998*
  - *Certified to deliver all Cisco Authorized Routing and Switching Courseware*
  - *Delivered CCIE NetGun training*
- AE BUSINESS SOLUTIONS, Madison, WI 1997 - 1998  
*Value-added reseller of networking products and services*  
**Director of Cisco Training and Senior Technical Consultant**
- *Hired to develop and establish Cisco Training Business for AE Business*
  - *Secured contract to train all TDS (Telecom Data Services) network infrastructure employees in a deal worth over \$300,000 in the first six months of training center development*
  - *Contributed technical leadership for the largest token ring to Ethernet conversion at a large insurance provider*
  - *Provided technical and program leadership for the migration of over 500 servers from NetWare 3.x to 4.x*
- VALCOM/MTC, Madison, WI 1991-1997  
*Value-added reseller of server, networking and computer products*  
**Director of Education/Senior Technical Consultant**
- *Established leading training company in Madison, WI*
  - *Grew revenues from 200,000 to 2 million within the first 12 months*
  - *Established certification relationship with Microsoft and was the sole training company in Wisconsin to win Windows NT Beta Training contract from Microsoft*
  - *As Master Certified Novell Engineer and Instructor performed numerous installations at customer locations of server hardware, OS and applications*

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## EDUCATION AND CERTIFICATIONS

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### *Certifications*

- ITIL Foundation 2011, ITIL Service Operations, expected completion of ITIL Expert 2012
- 1997-2011 CCIE (Cisco Certified Internetwork Expert) #3662
- 1992-1998 CNI (Certified Novell Instructor) and CNE (Certified Novell Engineer)
- 1994-1998 Master CNI and Master-CNE
- 1997-2000 CCSI (Cisco Certified Systems Instructor) #97042
- CISSP (Certified Information Systems Security Professional) # 27486

### *Education*

- MBA, Auburn University, expected completion Dec. 2012
- Bachelor of Science, Information Systems, Strayer University, 2008
- 1984-1987 Bachelor of Science studies, University of Wisconsin - Madison

## **JAMES L. BAILEY**

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### **OPTICAL NETWORKING SERVICE DELIVERY LEAD**

*Proven Track Record of Delivering Highly Available, Carrier Grade Networks to Financial Organizations*

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#### **PROFILE**

Accomplished Technology Leader with a proven track record of leading teams through a variety of initiatives in the end-to-end delivery of Optical Network Systems. Unique combination of superior technical knowledge, operational understanding and customer focus. Committed to ensuring the successful delivery of products and services to customer organizations.

#### **EXPERIENCE**

BAIX Corporation  
November 2011-present  
**Chief Technology Officer**  
**Managed Fiber Solutions Lead**

HP / Electronic Data Systems (EDS) – Bank of America Account Team  
April 1 2003 – November 2011

**Technology Consultant IV**

**Optical Network Service Delivery Lead/ Senior Infrastructure Engineer**

- Developed and successfully closed new DWDM product offering that provided a elastic scalability solution for capacity resulting in new business revenues for EDS and 10-year capacity growth plan for Bank of America
- Lead Optical Engineer on the Bank of America Account supporting two diverse Wide Area Networks and dual metropolitan networks in fourteen major cities
- Customer liaison between EDS and Bank of America Governance team for Optical and Core Network
- Manage all critical suppliers to Optical Service Delivery including fiber, circuits, and optical equipment manufacturers
- Establish, negotiate and validate the SLA's of key suppliers to the Bank of America optical network in accordance with committed SLA's to Bank of America
- Leveraged a matrix organization to build and lead an optical tiger team inside the EDS Operations Division resulting in nation-wide support for test, turn-up and on-going maintenance of the Bank of America Optical Network
- Key member of team establishing roadmap for next-generation services for the Bank of America Global Core

The Signature Group – Bank of America Account Team

Jan 2002 –2003

**Optical Network Engineer/Consultant**

- Lead Optical Engineer for the test and turn-up of one of the largest enterprise optical networks in the country including dual cores spanning the nation and metropolitan area networks covering fourteen major cities

MCI/Worldcom  
Jan 2000 – Jan 2002

***Lightwave (SONET, DWDM) Test Field Engineer***

- Test and turn-up of production network with zero errors and 100 % compliance
- Certified: SONET Field Engineer
- Turn up SONET components used in Linear and Ring network systems including multi-vendor equipment including Nortel, Fujitsu, Ciena, and Siemens.

**SUMMARY OF PREVIOUS EXPERIENCE**

Intermountain Cable  
1998-2000

***Field Engineer***

- Installation, troubleshooting, and maintenance of trunk lines and systems
- Use of industry wide test sets to establish base line settings and maintain standards

Sidney Coal  
1995-1998

***Equipment operator underground coal mine***

- Operated the equipment at the face of an underground coal mine used in the extraction of coal for established customer base

Triax Cable  
1994-1995

***Cable TV Field Engineer***

US Navy  
1982-1994

***Electronic Technician – Submarines***

- Crewmember of Nuclear-powered Fast Attack Submarine
- Responsibilities include maintaining and operating Electronic Surveillance Systems, ship's inertial navigation systems, radar systems, Periscope electronics package, as well as other various electronic systems onboard.
- Versed in the usage of test equipment ranging from multimeters, TDR's, spectrum analyzers, oscilloscopes, as well as other general-purpose test equipment.
- Lead Petty Officer for Electronic Division
- Electronic Course Instructor for ESM systems
- Developed and delivered divisional training

**EDUCATION AND CERTIFICATIONS**

- Williamson High School 1976 – 1980
- US Navy Electronic Training Program 1982-1984, ET2
- Cisco Certified Network Associate
- Cisco Certified Design Associate

Susan L. Nelson  
BAIX Corporation  
Phone: 519-498-0394  
Email: susan.nelson@baixcorp.com

## Profile

Highly motivated, senior program management and finance professional with exceptional leadership skills and sound business and operations management experience. Over 15 years experience in finance and information technology as a leading provider of management and IT consulting to top information technology organizations, banking and financial services companies and government agencies. Results oriented, recognized as a strategic thinker, known for the ability to influence and lead small to large multifunctional teams (100+) and for establishing and building healthy working relations and partnerships with clients, vendors and peers.

## Specialties

- *Bridging the gap and creating the alignment between business, finance and IT*
- *Applying disciplined project management techniques and financial management practices to oversee program budgets upwards of \$500M.*
- *Business, finance and IT strategy, intelligence and governance*
- *Costing, pricing and IT chargeback methodologies, models and systems*
- *Managing highly complex programs and delivering change initiatives*
- *Operations management, transformations, reorganizations and implementations*
- *Service management, delivery models, catalogues and SLA's*
- *Shared service and outsourcing*
- *Vendor, contract and portfolio management*

## Skills Summary

**Government:** Experienced with government structure and framework associated to Clusters and Ministries. Solid understanding of government infrastructure, technology, development life cycle, contract management and project management.

**Leadership:** Excellent leadership skills developed in a fast paced operations and project environment. Experience in establishing, leading, motivating and cultivating small to large organizations and multi-disciplinary project teams (100 staff). Strategic thinker / visionary with a keen sense of business acumen and an operational, tactical and strategic focus. Demonstrable capability work collaboratively with stakeholder organizations and to generate consensus, explicit outcomes, and direction from consultation processes. Skilled human resource manager, experienced in creating and leading "work from home" teams, managing organizational design, change management, and employee development. Empowered decision maker with ability to take ownership that goes the extra mile to ensure a job well done.

**Program Management:** Over 15 years experience managing both small and large scale business and IT projects/programs with varying magnitudes using proven approaches and techniques for planning, organizing, monitoring and controlling projects. Proven track record of successfully driving complex projects to completion involving multiple geographic locations over multiple phases, and with multiple sub-components. Demonstrated experience at executing in a fast-paced environment, while moving forward on multiple projects simultaneously.

**Finance/Accounting:** Designated accountant proficient with expense management, financial management reporting, contract performance assessments, financial data modeling, ABC/ABM database development, pricing model creation, the development of IT chargeback systems, and the integration of financial ledger and management systems. Experienced in building financial departments and teams, the development and management of both statutory and management information reporting and reporting packages.

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**Presentation/Facilitation/Training Skills:** Well developed presentation, facilitation and training skills. Experience presenting to senior executives, management, clients, advisors, large employee groups and third party administrators. Responsible for creation, development and execution of training programs for teams.

**Interpersonal:** Involved, committed and energetic. High ratings earned on employee satisfaction surveys. Team contributor that works to engage a team, and drive them to success. Excellent communication and interpersonal skills, able to interact with people at all levels, with demonstrable experience in communicating complex concepts to senior executives.

**Technical Aptitude / Understanding of Technical Concepts:** Degree in Accounting and Information Technology with advanced PC software skills, in particular as it relates to Microsoft Office Suite, with notable development skills in Excel and Access. Over 15 years' information technology experience working from both the business and technology perspective with operations, desktop management services, and telecommunications, defining the customer discovery process, implementing financial systems, creating IT chargeback systems and models, service models, and service catalogues. Further, experience includes general ledger, business and software system implementations, upgrades and conversions. Experienced using a variety of approaches including SDLC processes, models, methods and diagrams. Advanced user of many financial, administration, human resources and costing software including: Hyperion, IFIS, MPS, PeopleSoft, and SAS to name a few.

### **Consulting / Work History**

2011 - 2012

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#### **TD Bank Group, Toronto, Ontario**

**Role:** Program Management Finance & Business Development

**Project:** Enterprise VoIP

**Div/Dept:** Infrastructure Technology Services

#### **Selected Accomplishments:**

- *Developed the Line of Business (LoB) On-boarding Strategy and Customer Discovery Process to develop a multi-divisional matrix approach to generating individual LoB business cases and funding, ensuring that all aspects meet gating process requirements, drive compliance and quality of artifacts and achieve approval at each step.*
- *Established the financial and project governance, developed work flows and SDLC, developed budgets, reporting and financial structure and packages for a large complex multi million dollar multi-streamed program.*
- *Defined and lead customer and stakeholder engagement and interview process for defining user requirements and specifications including conceptual design, status updates, documentation, gap analysis, developing test scripts, user acceptance testing, developing training packages and sign-off*

2008 - 2011

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#### **Ministry of Government Services, Toronto, Ontario**

**Role:** Program Management, Technology Lead & SAS ABM Developer

**Project:** ITS Branch Costing & Pricing

**Div/Dept:** Infrastructure Technology Services

#### **Selected Accomplishments:**

- *Established and lead stakeholder engagement to design the pricing strategy and develop the service catalogue through the development and automation of individual cross functional costing & pricing models and financial reporting packages for data centre operations, desktop services, telecommunications, security and service management, using a rapid prototype approach and conducting workshops.*
- *Developed management communication packages and customized user training packages; conducted road shows and training sessions to ensure full absorption and by-in of changes at all levels.*
- *Constructed phased business cases, including implementation plans and close out approach and process, working with multiple cross operational teams, conflicting priorities and agendas while maintaining senior management directives.*

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(2)



- *Managed all phases of system implementation, including working with the business to define requirements and collaborating with the information technology teams to ensure requirements were accurately communicated and understood and gaps identified and addressed.*

2003 - 2008

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**Bank of Nova Scotia, Toronto, Ontario**

**Role:** Program Management and Development

**Project:** Client Information Integration

**Div/Dept:** Information Technology & Solutions Financial Services & Analysis

**Selected Accomplishments:**

- *Directed the integration of projects with multiple project phases to develop a business information technology alignment tool, including requirements to provide a 5 Year Forward view on strategies that support Business Lines Products / Services / Channel to facilitate executive in evaluating a course of action before embarking upon new project ventures*
- *Development of a resource management and contract resource skills, rate and time data management system to support resource allocation and forecasting of internal, external and off shore vendor management.*
- *Directed the conceptual, technical development and implementation of an interactive on-line fully automated and managed client accounting and project trending, reporting and forecast system integrated with the general ledger to support the production of monthly, quarterly and year to date client and project profitability reporting.*

**Bank of Nova Scotia, Toronto, Ontario**

**Role:** Financial Project Management and Development

**Project:** Business Intelligence Common Platform (BIP)

**Div/Dept:** Scotia Intek

**Selected Accomplishments:**

- *Lead the strategic development of the Business Intelligence Platform designed to provide a greater level of detail and transparency in reporting for the technology area's direct billing and customer portfolio management.*
- *Developed financial and business strategies, operationalized long term goals and managed project/line of business portfolios and service initiatives across many cross-functional teams.*
- *Generated reporting stability through automation using strategies and software that provided transparency to customers with "drill down" capabilities, was condescend to the billing complexities, supportive of intek' dynamic/ever changing environment while allowing for business growth. Reduced the overall quarter-end work effort by a further 17 days.*
- *Written up in Computer World Magazine as being a "leader in the IT chargeback and innovator in business intelligence"*

**Bank of Nova Scotia, Toronto, Ontario**

**Role:** Financial Project Management

**Project:** Business Partner Communication & Client Invoice

**Div/Dept:** Office of Integration

**Selected Accomplishments:**

- *Liaised and partnered with executives, business sponsor and stakeholders, for a cross departmental costing group, accountable for introducing the concept of bank wide standardization and leading a working group through the development of a business case, creation of the request for proposal (RFP), including conducting vendor/software assessment, reviews and guiding the final selection process.*
- *Integration of general ledger and project accounting systems including detailed reporting for greater depth, drill-down capability and expense prediction.*
- *Developed financial and business strategies, operationalized long term goals and managed project/line of business portfolios and service initiatives across many cross-functional teams.*
- *Achieved bottom line savings in excess of \$1.5M through process reengineering and the elimination of manual efforts resulting in reduced financial reporting quarter-end efforts by 18 day's, allowing for increased reporting frequency without the need to increase head count.*

ADDITIONAL CONSULTING WORK HISTORY, INFORMATION  
AND/OR REFERENCES  
GLADLY SUPPLIED UPON REQUEST

Susan L. Nelson  
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(3)