

JENIFER CISTOLA

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CREATIVE, DATA-DRIVEN, BUSINESS TRANSFORMATION LEADER CATALYST FOR PRODUCTIVE TECHNOLOGY / BUSINESS COMMUNICATION BUILDER AND LEADER OF ENTREPRENEURIAL TEAMS

EXECUTIVE PROFILE

Strong history of developing and leading global, results-oriented, technology and business teams. Broad experience building new products and businesses. Recognized as a resilient and results-oriented Executive with an ability to translate complex technological concepts into clear business benefits.

EXECUTIVE & LEADERSHIP QUALIFICATIONS

Creative Leader of Executive Teams/Leader of C-Level Governance and Rapid Decision-making / Determining and Leading Strategic Planning, Business Intelligence & Analytics Initiatives/Enterprise Architecture/Cloud based Service Provider/Budget Management /Staff Recruitment, Goal Setting, Team building & Development / Company Spokesperson

EXECUTIVE EXPERIENCE

SENIOR VICE PRESIDENT, DATA AND INFORMATION ARCHITECTURE

2003 - PRESENT

CABLELABS, INC., Louisville, CO

(A CEO led Research and Development consortium)

Leadership of distributed team of Business Development Managers, Data Architects, Modelers, and Software Developers that implement cable industry foundational technology. Success is measured by ecosystem (Service Provider and Supplier) acceleration and adoption.

- **Created, led and promoted strategic vision for revolution information exchange across an industry-wide ecosystem.** Focus included defining requirements and developing reusable APIs, tools and business process which enabled functionality like “zero touch sales”, service assurance, analytics, and location services
- **Developed and led a high performing business development and software architecture/engineering team**
- **Designed and implemented a new organizational model of customer co-located data architects.**
- **Instituted agile software development methodologies** to increase DevOps effectiveness, typically decreasing project cycle times by more than 50%.
- **Defined, developed and launched industry-wide Wireless Service Locator**, gained cooperation from largest operators to provide Wi-Fi location data, collecting and aggregating the information for information exchange to support Cable Operator customer Wi-Fi roaming.
- **Garnered support of Cable Operator Chief Marketing Officers needed to develop and deliver a platform for lead routing** of moving customers across the industry.
- **Gained support and investment from 15 Fortune 500 Suppliers** (i.e. Oracle, Amdocs, CSG, Accenture, etc.) within six months.
- **Led re-architecture and virtualization of aging e-commerce platform network infrastructure.** Deliverables included simplification and analytics capture of web-services based sales channel and an improved customer experience. Platform support millions of transactions annually and addresses transaction between large retailers/e-tailers and multiple U.S.-based cable companies (representing 94% of the cable households).

SCIENTIFIC ATLANTA, INC., Atlanta, GA

1997- 2003

(Telecommunications equipment manufacturer acquired by Cisco in 2005.)

VICE PRESIDENT PRODUCT MARKETING

VP of Product Marketing leading portfolio management, design, development, and delivery of digital video platforms. Partnered closely with engineering and sales teams to deliver new products.

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- **Captured \$1B in revenue within 4 years of launch** and 49% cable market share over a 2 year period by leading an organization focused on developing relationships, capturing requirements, and working closely with sales and engineering to develop and market new products.
- Working with several independent application providers and service providers-- identified, integrated, and **launched twelve interactive television applications across a wide variety of customer owned digital systems.**
- Led a team of Network Engineers who designed, **developed and launched more than 100 digital video headend systems** in three years.

PREVIOUS CAREER ASSIGNMENTS

VANSTAR, INC., DIRECTOR OF PROFESSIONAL SERVICES (1995 - 1997)

ANTEC, DIRECTOR OF HEADEND SYSTEMS (1994 - 1995)

OHMEDA MEDICAL ENGINEERING, GLOBAL MARKETING MANAGER (1989 - 1994)

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Atlanta, GA

BACHELOR OF SCIENCE, INDUSTRIAL AND SYSTEMS ENGINEERING

PROFESSIONAL AFFILIATIONS

MEMBER—GEORGIA TECH ADVISORY BOARD FOR SCHOOL OF INDUSTRIAL ENGINEERING 2002-2009; ACTIVE EMERITUS MEMBER 2009 – PRESENT

MEMBER—CIO EXECUTIVE COUNCIL 2010-2014

PARTICIPANT – COLORADO'S BOARD BOUND PROGRAM, NACD

DIRECTOR –ROCKY MOUNTAIN CABLE TELEVISION ASSOCIATION BOARD 2012 - 2014

AWARDS

CABLE WORLD'S MOST POWERFUL WOMEN—INDUSTRY-WIDE E-COMMERCE CHANNEL - CABLEFAX (2006)

TOP 50 WOMEN IN CABLE— NEW PRODUCT DEVELOPMENT - (CABLEFAX 2004)

Engineering Excellence Award (Georgia Tech 2002)

TAMI AWARD— CATALYST OF TECHNOLOGISTS AND MARKETERS (CTAM 2001)

WOMEN TO WATCH—LEADING INDUSTRY ECOSYSTEM – (CABLEVISION MAGAZINE 2001)

ANNUAL INNOVATIVE PRODUCT AWARD –MEDICAL GAS PRODUCT (AMERICAN INSTITUTE OF ARCHITECTURE 1990)