

Edward Melendez
1100 Robert E Lee, #17
Austin TX 78704
512-215-2612
ed@melendez.org

Experience	TMO Consulting	2006-Present
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Principal

Consultancy specializing in information systems to impact healthcare and social services delivery.

Clients include:

- Louisiana Public Health Institute
 - Greater New Orleans Community Data Center
 - Indigent Care Collaboration (Austin, TX)
 - Collective Strength (Austin, TX)
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Louisiana Public Health Institute	2004-2006
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Associate Director, Partnership for Access to Healthcare

Directed programs and policy development for initiatives to improve the quality of medical and social services for underserved communities in Metropolitan New Orleans in a systems oriented approach to patient care.

Responsible for project management and business policies associated with the development of a Local Health Information Infrastructure (LHII) in Metro New Orleans.

- Generated the privacy, security and technical procedures related to the development of the LHII.
- Convened leaders of key health and social services organizations to collaborate on business process development.
- Directed staff, vendors and consultants on work to link medical and social services providers.
- Developed the strategy for a multi-site disease registry network.
- Developed information architecture for program web site and content management system.
- Collaborated on health systems rebuilding plan for New Orleans following Hurricane Katrina (9/2005)

The Urban Conservancy	2001-2006
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Principal and Co-Founder

Co-founder of a non-profit organization focused on research, education and advocacy regarding sustainable economics and community engagement related to urban environments.

Responsible for strategy and growth of an entrepreneurial approach to the challenges of the urban community.

- Content lead for a community e-mail list and website which received *Gambit Magazine's* award for Best Activist Use of the Internet.
- Developed media and grassroots action campaigns.
- Launched a member driven association for locally owned and managed businesses (Stay Local!)
- Managed a staff of 16 employees, volunteers and interns.

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Verio/NTT Communications 1998-2002

Area Director of Sales

Managed direct and indirect sales channels in the Southeastern US for a Fortune 500 telecommunications company.

- Managed direct sales teams in New Orleans, Houston and Atlanta to achieve sales goals.
- Developed redundancy plans and bandwidth utilization strategies for corporate customers.
- Launched first deployment of corporate xDSL service in Metro New Orleans.
- Secured multi-year contracts with the St. Bernard and Orleans Parish school systems worth more than \$1.5M annually.
- Trained direct sales teams on consultative sales and developing indirect partnerships.
- Developed and maintained partnerships with Cox Communications and Reserve Telecommunications to serve their respective markets.

NeoSoft Inc. 1996-1998

Louisiana Project Manager

Managed the regional expansion of a Houston based internet services provider.

- Responsible for operations and business development.
- Average of 20% monthly customer growth during tenure.
- Managed all technical staff on site.
- Opened new point of presence on Northshore of New Orleans.
- Developed marketing and customer relations program for New Orleans.

PJ's Coffee and Tea, Inc. 1991-1995

Director, Company Café Operations and Multiple Staff Positions

Profitably directed retail operations of a New Orleans based chain of coffee cafes.

Responsible for the growth and profitability of a \$2.5M line of business. Personally hired, trained and managed approximately 50 employees including front line personnel, administrative staff and store managers.

- Met or exceeded all sales projections for cafes.
- Negotiated substantial vendor discounts.
- Improved staff productivity and reduced labor costs.
- Managed site selection, negotiations and construction for new cafes.
- Developed and managed all in-store promotions and advertising.
- Coordinated all company owned café marketing with other corporate divisions.

La Puerta De Los Ninos 1987-1991

Kindergarten Teacher

Developed curriculum for the afternoon program of a nationally accredited preschool.

Education	Acton MBA in Entrepreneurship Master of Business Administration Candidate <i>Expected graduation 2007</i>	2006
	University of New Orleans Bachelor of General Studies in Language and Culture	2003