

# CHRISTA TAYLOR

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## Career Focus

*Cutting edge management professional possessing an entrepreneurial attitude, strong business acumen and demonstrated success in delivering results. Hands on, business-savvy maven with project experience from concept to development with a strong ability to communicate effectively with technology, executive, and business audiences. Experienced analytically gifted leader who is a resourceful problem solver and can meet a challenge with skill and enthusiasm.*

## Summary of Skills

- Project management
- Relationship building
- Strategic planning
- Operations management
- Business development
- Risk management
- Creative problem solving
- Superb time management skills

## Professional Experience

**Beanheads Consulting Inc. dba DotTBA, Vancouver BC**  
**Proprietor**

**2003 - Current**

Delivered strategic, operational and financial guidance to a variety of start-up and existing companies. Interpreted rules and procedures to resolve obstacles in newly developed industries. Managed multiple external and internal members to ensure project timelines were met. Improved business revenues by recognizing unrealized business opportunities and building bridges to ensure objectives were met.

- Managed internal and external partners on the operational, technical and regulatory components for the successful launch of open and community based Top Level Domains (TLDs)
- Developed in-depth project plans and tasks to ensure the smooth launch of new TLDs from ICANN approval through Sunrise and Landrush into General Availability
- Developed and delivered presentations in a multitude of areas from industry overviews to detailed strategic analysis
- Developed business strategies on maximizing the uniqueness of each TLD for long-term success including volumes, pricing, markets and accompanying business opportunities
- Supported over 50 TLD applicants from around the world and have a unique understand the applications in their business plans, financial projections, commentary, clarifying questions and auction values
- Designed and developed complex financial models for a multitude of purposes including business planning, risk analysis of financing alternatives, 'what-if' analysis, break-even forecasts and incremental revenues utilizing recursive growth
- Directed strategic planning and business development sessions, developed Key Performance Indicators (KPIs) and reported on their achievement

**Poker.com Inc., Vancouver BC  
Chief Executive Officer & Chief Financial Officer****2000 - 2002**

Provided leadership, vision, business development, and strategic planning in an Internet start-up venture. Engaged external auditors for the annual and quarterly audits of the financial statements in accordance with US GAAP along with SEC filings.

- Boosted the corporation's net loss position to a net profit position in less than a year
- Proceeded to take the corporation off the OTC BB Pink Sheets
- Increased corporate share value by over 400%
- Launched second-generation software resulting in a significant increase in revenues
- Developed and prepared monthly operations review, investigated and determined a course of action to eliminate negative monthly variances
- Provided operational and financial insight to various development project teams and presented financial and operational data in support of analysis, alternatives and recommendations
- Developed performance measures and tracked results against the scorecard and business plan
- Developed policies, procedures, and guidelines for all business operations
- Provided investor information and presentations to the company's shareholders

**Glenayre, Vancouver, BC  
Financial Analyst****1999 - 2000**

Prepared monthly operations review for management, investigated and reported reasons for monthly cost variances, provided finance support to Projects Cost Control. Provided ongoing analytical data for decision making on all company projects. Acted as financial contact for worldwide Cost Center Managers.

- Led an international team of finance professionals to complete a yearly draft budget in a three week period for over forty cost centers in eight countries, resulting in achieving the company's target of a 30% cost reduction over the previous year
- Automated spreadsheets for Monthly Operations Review package by implementing macros and formulas to reduce the amount of repetitive data entry, producing more accurate and timely results
- Reduced management reporting package turnaround time from twelve days to four days
- Participated in the reorganization of Glenayre's global operations reducing costs by \$20M

## **Education**

- *Master of Business Administration (MBA)*
- *Certified Public Accountant (CPA), Certified Management Accountant (CMA) designation*
- *Bachelor of Technology (B. Tech)*