

# ***Larry Coppenrath***



- **Executive Team Leader**
- **Results Oriented**
- **Client Advocate**
- **Delivery Expert**
- **Mentor, Coach, Enabler**

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# ***Executive Overview***

- ***Extensive Experience Developing and Delivering Complex Computer Products And Services  
(Revenue > \$1.5 Billion)***
- ***Directed Multi-Million Dollar Hardware Systems And Software Application Developments***
- ***Guided Packaged Application Software Integration Business***
- ***Conceptualized, Implemented And Matured An Original Project Delivery And Management Methodology to  
Increase Endorsement, Speed, and Secure Incremental Revenue***



# ***Executive Overview***

- ***Established Client Endorsement Framework For Corporate Technology Utilization, Direction, Implementation, Integration, Deployment And Support***
- ***Skilled At **Reducing Risks** Of New Technology Adoption, Knowledge Transfer, And Managing Radical Change***
- ***Managing Programs Requiring **Rapid Revenue Ramp-Up And Delivery*****
- ***Dedicated High Productivity Team Builder, Mentor, And Coach***
- ***Acquisition Integration Management***



# ***Executive Team Leader***

- ***Successful In A Variety of Corporate Environments***  
*(Startup - Global 2000)*
- ***Multi-Discipline Management Experience***
  - ❖ *Hardware Product Development (VAX, Symbolics, ITP)*
  - ❖ *Software Product Development (ITP, Excell Data, Captura, Tidemark, Ascentium)*
  - ❖ *Professional Services Development (Excell Data, Captura, Tidemark)*
  - ❖ *COO (ITP/PlantStar)*
  - ❖ *General Regional Management - Western Regional Office (ITP)*
  - ❖ *Technology Management (DEC, Symbolics, Excell Data, LFCA, Ascentium)*
  - ❖ *Business Development (DEC, Symbolics, ITP, Excell Data, Impact, Captura, Tidemark, CompuDyne, Ascentium)*
  - ❖ *Product Management (DEC, Symbolics, ITP, Excell Data, Captura, Tidemark, CompuDyne)*
  - ❖ *Post-Acquisition Integration Management (CompuDyne, Symbolics)*
  - ❖ *Workout Management (ITP, Impact)*
- ***Organizationally - Shared Values Driven***



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# ***Shared Values***

***Treat Others With Uncompromising Truth***

***Lavish Trust On Your Associates***

***Mentor Unselfishly***

***Be Receptive To New Ideas, Regardless Of Origin***

***Take Personal Risk For The Organization's Sake***

***Give Credit Where Credit Is Due***

***Do Not Touch Dishonest Dollars***

***Put The Interest Of Others Before Your Own***

# ***Delivery Expert***

**Common Boundary Project Methodology** (L. F. Coppenrath & Associates) a complete software Project life cycle methodology for controlling the evolution of corporate project readiness to deliver high value solutions from multiple locations resulting in greater client endorsement.

**SVP Corporate Strategy** (CompuDyne Public Safety & Justice) Authored “CompuDyne Software Tollgate Methodology” a complete software life cycle methodology for controlling the evolution of corporate readiness to provide high quality products and services resulting in higher client endorsement. Accepted as a mandatory processes.

**VP Client Services** (Tidemark Computer Systems, Inc.) Fat Client to Thin Client Transition, Conceptualized & Implemented a “Core Product Enhancement Group (CPEG)”, Reduced Delivery Time From Months To Hours. Rescued Disgruntled Customer Base Into A Referenceable Customer Base. Organization Re-Alignment Included Professional Services, Help Desk, Training, and Core Products Engineering Group (CPEG).

**Web Based NT (SQL & Oracle)** Captura Employee Payables™, ITP/Boeing Sheet Metal Factory Automation , Onyx Sales Force Automation Application Delivery, Onyx Add-On Application Development, Tidemark Product Suite, CompuDyne Public Safety & Justice Product Suite, Ascentium Custom Software Applications.

**Director of Technology** (Excell Data) Ensured Technology was available to achieve the Business Objectives Across The Five Business Units of this Technology Consulting Services Firm.

**VP Engineering** (Symbolics) 1st Gate Array Based and Custom VLSI Based LISP Processor Product Families for the Artificial Intelligence and CASE Market.

**Senior Engineering Manager** (Digital Equipment Corporation) 1st MicroVAX / MicroVMS (1st VAX to use Custom VLSI, Fastest VAX Development), VAX 11/750 (1st Gate Array Based VAX, Pioneered Product Assurance Concepts).



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# ***Client Advocate***

***Significantly Improved Client Endorsement By Rescuing a Disgruntled Legacy Clients to a Positive, Referenceable, Supportive Installed Base.***

***Site Package Methodology (SPM) Was Conceived As A Direct Result Of The Original Research and Executive Training Work Performed by Impact Incorporated:***

- ***Increased Implementation Speed***
- ***Provides Framework For Client Endorsement and Incremental Revenue***
- ***Reduced to Practice on a Microsoft Rollout Project (Excell Data)***
- ***Enhanced for Commercial Application and Project Delivery at Excell Data***
- ***Complete Corporate Integration Achieved at Captura***
- ***Concepts Successfully Integrated at Tidemark***







# ***Focus On Results***

***Industry Standard Systems, Software Applications, and Consulting Services Revenue Exceeds \$ 1.5 Billion***

***Guided Teams To Successfully Address Markets For:***

**Public Safety & Justice**

**Technology Consulting**

**Artificial Intelligence**

**General Purpose Computing**

**Biometric Security**

**Sales Force Automation**

**Financial Management (Signatory Loans)**

**Manufacturing Automation**

**Corporate Expense Management**

**Government Workflow**

**Executive Training & Market Research**

***Successfully Completed a multimillion dollar North American Rollout Of a Microsoft Sales Force Automation Tool.***

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# Continuous Learning Foundation

## Client Advocacy

*The Ultimate Question  
Software Tollgate Life Cycle Methodology  
Common Boundary Methodology  
Total Satisfaction Management  
Site Package Methodology  
Continuous Relationship Management*

## Business Development

*Integration Management  
Creating New Market Space  
Alliance Fundamentals  
Fine Art Of Acquisition  
VC Myths & Realities  
Competing For The Future  
Strategy Workout*

## Managing Change

*Business Process Re-Engineering  
Managing Radical Change  
Critical Strategic Issue Development*

## Technology

*Biometric Technology Overview  
Biometric Privacy – The Issues*

## Management Dynamics

*Value Based Consensus Building  
Pursuit of Excellence  
Getting to Expected Results  
Idea Generation  
Selling in 2000's  
Project Management 101  
Shared Values*

## Product Evolution & Process

*Agile Methodology  
Capability Maturity Model (CMM/SEI)  
Assessing Business Potential of Products  
Tactical Development - Speed When You Need It  
Rapid Development*

**Additional tools and reference material can be  
found at [www.lfcjr.com](http://www.lfcjr.com).**



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