



# City of Rochester Hills

## CANDIDATE QUESTIONNAIRE

Page | 2 of 3

NAME Fred M. Arrington

**BOARDS/COMMISSIONS/COMMITTEES ON WHICH YOU WANT TO SERVE (please check the boxes):**

**Appointed by Mayor, Confirmed by City Council**

- Advisory Traffic & Safety (meets monthly)
- Board of Review (meets as needed)
- Brownfield Redevelopment Authority (meets 4 times a year)
- Citizens Pathway (meets as needed)
- Construction/Fire Prevention Board of Appeals\* (meets as needed)
- Diversity, Equity & Inclusion Committee (meets as needed)
- Local Development Finance Authority (meets 4 times a year)
- Naming Standing Committee (meets as needed)
- Planning Commission\* (meets monthly)
- Rochester Hills Museum Foundation (meets monthly)

**Appointed by City Council**

- Building Authority (meets 3 times a year)
- Cemetery Citizen Advisory Committee (meets 2-4 times a year)
- Deer Management Advisory Committee (meets 2 times a year)
- Elections Commission (meets prior to each Election)
- Green Space Advisory Board (meets monthly)
- Historic Districts Commission\* (meets monthly)
- Historic Districts Study Committee (meets as needed)
- Human Resources Technical Review Committee (meets yearly)
- Liquor License Technical Review Committee (meets as needed)
- Older Persons' Commission (meets monthly)
- Public Safety & Infrastructure Technical Review Committee (meets as needed)
- Retiree Health Care Trust – Board of Trustees (meets as needed)
- Rochester Avon Recreation Authority (meets monthly)
- Rochester Hills Museum Foundation (meets monthly)
- Trailways Commission (meets monthly)
- Water System Advisory Council (meets yearly)
- Zoning/Board of Appeals\* (meets monthly)

\* Denotes paid positions. Candidates will be required to complete a Form I-9, Employment Eligibility Verification, as required by the Federal Government.



# City of Rochester Hills

## CANDIDATE QUESTIONNAIRE

NAME Fred M. Arrington COUNCIL DISTRICT 1  
DATE Feb 4, 2021 ROCHESTER HILLS RESIDENT FOR 30 YEARS  
OCCUPATION \_\_\_\_\_

INTERESTS/REASONS/QUALIFICATIONS (Specifically list the reasons you are interested in serving on this/these committees and any qualifications you have for being on this/these committees:

I want to make a difference in the Rochester Hills community.

BOARDS/COMMISSIONS/COMMITTEES ON WHICH YOU HAVE or currently SERVE on (List Municipalities and years):

IBM - Client Advisory Board  
Small Medium Business Board  
Siena Adult Literacy Group  
CMS / MDHHS Medicare & Medicaid Certified Counselor

ELECTIVE OFFICES THAT YOU HAVE HELD:

None

OTHER ORGANIZATIONS you have been or are involved with:

Siena Adult Literacy Group, Crittenton Hospital Volunteer, and Centers for Medicare and Medicaid Services.

Relevant EDUCATION to the committee(s) you are interested in:

Purdue University - Business Management  
IBM - Harvard Client Executive Program  
HP & CenturyLink/ Lemen - Cloud Computing Certification  
Financial Education

HOBBIES/INTERESTS

Teaching Reading & Math  
Volunteer to help people  
Entrepreneurship

ADDITIONAL INFORMATION

Review attached resume for additional information.

In addition, you may attach/email your resume/CV if desired.

# FRED ARRINGTON

---

## GLOBAL I.T. SERVICE ENGAGEMENT SALES EXECUTIVE

Software • Everything-as-a-Service • Hardware

Manufacturing - Automotive/Process • Energy/Utilities

A highly accomplished IT Sales Consulting Executive with proven success in cultivating top accounts, breaking sales records & building winning sales teams. Thrive in competitive and fast-paced markets. Known as a strategist, excellent leader, problem solver, strong organizational & interpersonal skills, a natural closer, and a trusted advisor to executives.

### CORE COMPETENCIES

- Solution & Service Expert
- Automotive Industry Expert
- C-Level Relationships
- Excellent Strategist & Leader
- Cloud-iaa/SaaS/PaaS/EaaS
- Outsourcing - Value Creation
- Enterprise Software Selling
- P&L / Making Quota/ KPIs
- Negotiation/ Conflict Management
- Mentoring & Coaching Reps
- Pipeline Management - CRM
- Excellent Closer & Team Player
- High Achiever (4X+ Attainment)
- #1 Revenue Producer

---

### CAREER HIGHLIGHTS

- Global Cloud and Service Engagement Partner for Visteon Corporation and Federal Mogul Company. Executed a digital transformation strategy to implement private dedicated cloud and colocation solutions, IOT, big data and business analytics and multi-cloud management platforms for non-CenturyLink cloud providers.
- Collaborated with the CEO of Ford Motor Company to develop a strategic global technology partnership. It led the organizational transformation strategy for business process management and IT managed services. Resulted in a \$750M contract for collaborative rapid application development, maintenance and deployment activities.
- Partner with Ford CIO to develop multiple global Accelerated Solutions Centers for application development and systems integration to reduce costs, improve service levels and provide operational efficiencies. Reduced costs by 50%, increased end-user productivity by 30% and cut application development time by 49%.
- Developed quantitative business value framework dashboards to map business solutions to corporate goals.
- Managed large global account teams with P&L responsibilities for multi-million revenue streams. Leverage SMEs and best practice methodologies to develop mutual goals, objectives, strategies, and milestone timeframes.

---

### SALES AND MANAGEMENT EXPERIENCE

#### **CENTURYLINK CORPORATION / SAVVIS TECHNOLOGY COMPANY, Southfield, MI**

**Executive Director, Global Account & Solutions Sales Executive (2013 - Present)**

An individual consulting contributor responsible for 20 global automotive OEMs and global automotive suppliers. Sold consultative value-based services to C-level executives and directors. CenturyLink's #1 revenue producer for four consecutive years. Exceeded revenue attainment for multiple years. Recognized as a global role model by the entire salesforce.

Established several senior executive references and testimonials for exceeding performance and commitment to customer excellence. Awarded CenturyLink's highest recognition honor multiple times – Circle of Excellence (COE).

- 680% global quota attainment, various cloud adoption models, executive briefings, solution design workshops, and held monthly governance and client service engagement reviews with C-level executives and global directors.
- Weekly reports of sales activity, forecast, and governance process to senior CenturyLink management.

#### **HEWLETT-PACKARD COMPANY, Pontiac, MI**

**Global Account Sales Executive (2010-2012)**

Responsible for 15 strategic and enterprise product specialists selling consultative value-based solutions to global accounts.

Accomplishments: #1 revenue and profit attainment, ranked in the top 5% of 175,000 global sales leaders, made eight consecutive quarterly revenue and profit targets and achieved HP's highest recognition award - HP Summit President Club.

- 212% of goal, 52% year-over-year revenue growth and weekly cadence /pipeline management.
- Weekly reports of sales activity, forecast, and governance process to senior sales management.

#### **NOVELL, Waltham, MA**

Software and services corporation HQ in Waltham, MA, specializing in enterprise identity, security, and operating systems, including SUSE Linux, and Novell NetWare. Approximately 3600 employees and \$860M annual revenues.

**Director of Sales, Commercial Enterprise & Strategic Client Team (2007-2009)**

Brought on board as a change agent to recruit and hire qualified personnel, increase the pipeline and make quota. Planned and executed initiatives that generated demand and filled the pipeline with new business. Obtained access to key decision makers by orchestrating innovative pilot trials, proof-of-concept demos, and technology briefings for C-level executives.

- Managed 12 strategic and enterprise account executives with P&L responsibility.
- Recruited high performance salespeople and developed effective go-to-market strategies:
- Grew sales revenue 200% from \$15M to \$30M and achieved 102% y-o-y growth.
- Novell's #1 revenue producer and achieved 169% of overall revenue goal.

**IBM**

1989-2007

**Sales Executive, IBM Enterprise Systems, Midwest Region (2003- 2007)**

Tasked to leverage deep experience with key Midwestern accounts acquired in previous positions as Business Unit Executive and Managing Director for the worldwide Ford Account.

- Selected to *IBM Recognition Clubs* for exceptional sales performance.
- Closed \$100M of software and services deals at global enterprise companies. Performed resource allocation & optimization to launch initiatives to maintain a 4X opportunity pipeline.
- Exceeded all revenue and profit metrics: 125% of quota plan, 45% y-o-y revenue growth and developed strong relationships with executives and technical staffs.

**Global Alliance Director, Somers, NY (2000 - 2003)**

Strengthened relationships with influential IBM partners and closed joint engagement contracts.

- Closed a multi-million dollar revenue outsourcing contract at Visteon by partnering with Cap Gemini Ernest & Young, a systems integrator:
- Total contract value exceeded \$1.3 billion.
- Developed an IBM/CGEY process for opportunity identification, rules of engagement, roles, teaming agreement, 3-way value proposition and revenue disbursements.
- Generated \$51M in SAN services revenues. Sold \$16M of e-Business Application Hosting services through IBM Global Consulting services. Identified 1,000 leads that resulted into \$10M of revenue. Created industry leading sales marketing campaigns.
- Elected to IBM's prestigious *Golden Circle Recognition Club* (4th time).

**IBM Managing Director, Ford Motor Company, Detroit, MI (1995 - 2000)**

A Change Agent & Consulting Leader- tasked to grow IBM's installed base and reinvigorate IBM global account team. Replaced 60% of the IBM account team and focused on service quota attainment and solutions.

- Ford - Process Leadership Organizational Redesign and Transformation, IT Strategy Knowledge Transfer
- Created a strategic global-services partnership. Sold IBM entire product line and developed critical C-level and policy-level executive relationships.
- Exceeded all IT metrics & KPIs: cut costs by 50%, increased end-user productivity by 30%, and delivered enterprise applications within 50% of Ford's existing IT time line . Wall Street Journal published a business article naming Ford as IBM's strategic partner.
- Awarded a \$750M services contract for Ford Accelerated Solutions Centers - for application management, deployment, maintenance, and support of Ford's worldwide IT PLO.
- Elected to IBM's prestigious *Golden Circle Recognition Club*, awarded a trip to the Olympics in Sydney, Australia, and achieved 130% of revenue goal.

**IBM Business Unit Executive, Detroit, MI (1992-1995)**

Re-aligned territories in North America and Europe and built a high performance sales team. Implemented effective global account coverage models and pinpointed sales opportunities.

- 125% of sales goal, 80% customer satisfaction rating, and 40% y-o-y revenue growth.
- Sold \$125M of large mainframe processors to Mercedes Benz, Freightliner, BMW, Steelcase, Upjohn, Haworth, and Lamb Technicon. Won \$100M server contract at Volkswagen and Masco.

**IBM Salesman | Financial Advisor | Sales Manager, Detroit, MI (1989-1992)**

Achieved 120% of goal and made budgets for four straight years. Hosted team building classes.



**OWNER/CEO-THE DIFFERENCE MAKER LLC, RH, MI (Novell's direction & Bad Timing) 2009-2010)**

Financial investment consulting-advises businesses and high-net-worth clients on investments and real estate deals.

**PROFESSIONAL SPORTS EXPERIENCE**

Professional Linebacker, National Football League, Detroit Lions and New York Jets

**EDUCATION**

B.S., Business Management – Krannert School of Management, Purdue University, Lafayette, Indiana;

IBM Client Executive Program Harvard University, Cambridge, Massachusetts

**CERTIFICATIONS**

- HP License-To-Practice Certification and HP Leadership Program HP Sales University, Plano, Texas
- HP Business Value Framework Certification, HP Sales and Services University, Plano, Texas
- Novell Software Client Executive Program, Waltham, Massachusetts
- Cloud Computing and Information Lifecycle Management, HP Sales University, Plano, Texas

**TECHNICAL ASSESSMENT DOCUMENT****SOFTWARE****IBM**

- Tivoli Identity & Security Mgmt.
- RISC 2K Operating Systems
- Lotus Notes
- CICS
- MVS/XA
- VM
- Siebel CRM
- CDMS
- 2-D / 3-Dimensional Engineering
  - CAEDS
  - CADAM
  - CATIA

**Novel**

- Identity Mgmt. Software
- Asset and System Mgmt.
- Suse Lynx Operating System
- Executive Dashboard software

**Microsoft** – Office Suite/ Excel Spreadsheet/Outlook email/ Windows OS/Cloud Computing**HP**

- Identity & Security Software
- Executive Dashboards
- Data Analytics & Monitoring
- Salesforce.com CRM
- Asset & Inventory Mgmt.
- Cloud Computing - SaaS/ IaaS/PaaS
- Autonomy Software - Data Analytics
- Social Media/Voicemail/ Mobile Apps
- Cloud Computing
- Open Systems OS
- Siebel-CRM
- Utility Outage Monitoring

**ERP** – SAP/ Oracle/CA/JDE Edwards**Business Intelligences & Data Analytics** – SAP-BI, HP-BI, IBM BI, Hadoop**Data Bases** – IBM-DB2, HP Structural and Relational DB, SAP**Business Applications** (Mobile & Mainframe) – Account Receivables, Account Payables, Product Development, Asset/Inventory Mgmt., Security Monitoring and Controls**SERVICES**

- Managed Hosting / Services
- Big Data Analytics
- Everything-as-a-Service
- Engagement Consulting
- IOT
- **IT Outsourcing for Critical Projects**
- Staff Augmentation
- Storage Area Network Services
- Cloud Computing- Public/Private/Hybrid
- Services Level Agreements
- Security Services Solutions

**HARDWARE - IBM and HP**

- RISC Technology
- Midrange Servers
- DASD Disc Devices
- Tape Drives
- Enterprise Systems Mainframe
- High Speed Raid Storage Devices
- Cloud Computing (IaaS, PaaS),
- High Speed Raid Storage Devices
- Networking Equipment (Software & Hardware)
- Global Data Centers-HP Servers

HP PCs, HP Printers, HP Ink Cartridges, HP Fax Machines, HP Smart Phones (Web OS/Palm Device)

**CHANNEL PARTNERS** - Deloitte Consulting, Accenture Consulting, Big 6 Consulting and Systems Integrators

**CUSTOMERS / INDUSTRY**

**Automotive / Manufacturing**

- Ford Motor Company
- General Motors
- FC&A (Chrysler)
- Volkswagen
- BMW
- Mercedes Benz
- Nissan
- Mazda
- Freightliner
- Whirlpool
- Amway
- Masco Corporation

**Auto Suppliers**

- Visteon
- Delphi
- Dana Corporation
- American Axle & Mfg.
- Federal Mogul
- International Automotive Components
- Lear Corporation
- Continental Automotive Components
- Dow Chemical
- Cooper & Standards

**Energy/Utilities** - DTE Energy, Consumers Energy

**Office Furniture** - Steelcase Furniture, Haworth Furniture

**Groceries** - Meijer Corp., Spartan Stores