

# ANNE WATSON

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## STRATEGIC IT LEADER

Expertise in IT Asset Management, Governance, Data Quality, Cost Optimization, and Compliance Management

Senior IT professional with extensive experience in IT Asset Management, leading high-impact programs in software, hardware, cloud and datacenter operations. Proven track record in driving cost savings, streamlining processes, and ensuring compliance for major organizations.

Adept at managing cross-functional teams, developing innovative solutions, and executing strategic initiatives that optimize asset performance and align with organizational goals. Known for expertise in ITAM, vendor management, procurement; providing insights through data visualization to enhance decision-making and efficiency.

### EXPERTISE

- ▣ Software Licensing
- ITAM Architecture
- Cloud & Application Rationalization
- Reporting Visualizations
- Vendor Management
- Procurement Streamlining
- Contract Management & Negotiations
- Industry Conference Presentations
- Strategic Partnerships
- Governance & Compliance
- Data Quality Assurance
- Process Improvement

**Technical:** SQL Scripting | Power BI | Flexera | Altiris | SCCM | JAMF | Snow Software | ServiceNow

### PROFESSIONAL EXPERIENCE

#### SHI INTERNATIONAL | SOMERSET, NJ (REMOTE)

Nov 2023 – Nov 2024

##### ITAM Solutions Architect

- Featured as guest speaker in webinars, conferences and panels for ITAM industry events and platforms
- Led a team of 6 SHI Oracle licensing experts to achieve Oracle vSAM Partnership, expanding the organization's capacity for licensing service offerings
- Prepared educational materials and conducted training in foundational software licensing to facilitate sales efforts
- Participated in pre-sales consultations for Enterprise, SMB and public sector to establish goals and best fit solutions
- Led cross-functional teams to establish & publish monthly ITAM newsletters, creating new & integrating existing content
- Researched & delivered content for software industry trends/news, positioned as industry thought leader

#### NBCUNIVERSAL | UNIVERSAL CITY, CA (HYBRID)

Jan 2016 – Nov 2023

##### Key Achievements

- Oracle ULA resulted in \$6.5M in soft savings; \$770K refund; 30% TSS annual reduction amounting to \$1m annually
- Adobe subscription optimization resulted in 90% reduction for FRL licensing and 46% reduction through harvesting and identifying redundant subscriptions
- Created single pane of glass for stakeholders and C-levels to access BI reporting and software resources data, creating operational efficiency and data refreshed daily to track key initiatives.
- Successfully defended high-stakes MicroFocus audit resulting in a 98% reduction from initial Risk Analysis
- Grew inventory data by 50+ percent through cross-departmental socialization and process improvement
- Created checks and balance between ServiceNow, Flexera and HP Universal Discovery

##### SAM Specialist, Software Governance (2022-2023)

- Led internal and external Adobe teams to implement domain federation, user sync to facilitate deployment and re
- Developed strategies and established baselines for complex publishers, including Microsoft, RedHat, MicroFocus, Oracle, VMware, et al.
- Designed & developed automations for data normalization, daily operations and report generation
- Created Power BI dashboards with metrics and KPIs to monitor license positions, inventory health, and initiative progress
- Communicated and presented to C-level executives, stakeholders, and cross-functional teams for key initiatives debriefs, updates, and risk assessments.
- Developed ServiceNow customizations and integrations to compare Flexera FNMS (ITAM) to ServiceNow (ITSM) for data completeness/quality analysis.
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Professional Experience, Continued...

## **SAM Program Manager, Software Governance (2018-2022)**

- Created custom business adapters, cost analysis reports, and harvesting recommendations for SaaS products
- Developed and instituted standards to improve data quality for IT procurement processes and support advanced reporting
- Planned and implemented FNMS platform upgrades, designing architecture to maximize business value
- Integrated Flexera with external systems, including ServiceNow, JAMF, SCCM, SAP, VMware, and others
- Created metrics, KPIs, and dashboards to track operations and ITAM program progress

## **SAM Manager, Software Governance (2016-2018)**

- Supported Mergers & Acquisitions, ensuring compliant integration of new assets and software
- Directed the daily operations and setup of the SAM program, establishing roadmaps, policies, and processes
- Developed process improvements for ongoing inventory gap analysis, improving data completeness by 70%+
- Created automations for vendor and SAP purchase data for granular cost analysis
- Monitored application lifecycle management and analyzed enterprise application trends
- On-boarded, trained, mentored and led the SAM Governance team, including offshore members and technical SMEs

## **FLEXERA SOFTWARE | ITASCA, IL (REMOTE)**

Oct 2014 – Dec 2015

### **Senior Consultant, Software Optimization**

- Counseled clients, tailoring delivery solutions to drive cost optimization and compliance for major software publishers
- Assessed and recommended cost-saving strategies, identifying budget optimization strategies and opportunities
- Developed and contributed to training materials used for customer whitepapers and manuals

## **INTUITIVE TECHNOLOGY GROUP | BLOOMINGTON, MN (REMOTE)**

Mar 2013 – Oct 2014

### **Senior Systems Engineer/Altiris Consultant Contract**

- Collaborated with C-level executives and cross-functional technical teams to design, deploy, and manage comprehensive ITAM solutions tailored to organizational needs
- Developed, documented, and trained clients on business solution policies using Altiris
- Created custom dashboards and KPIs to monitor and enhance performance for clients

## **TOM'S IT PRO | CULVER CITY, CA (REMOTE)**

Jan 2013 – Oct 2014

### **Freelance Contributing Writer**

- Wrote, produced and was featured in technology-focused content and videos

## **DIRECTV | EL SEGUNDO, CA (HYBRID)**

Oct 2007 – Feb 2013

### **IT Principal Analyst I, Asset Management**

- Realized \$2.1M in hard savings through right-sizing server support levels & JIT process for continuous savings.
- Grew inventory by 60% with 98% accuracy through cross-departmental collaboration & continuous improvement
- Developed cost-saving purchasing strategy to leverage volume pricing & reduce operational and resource overhead
- Developed custom Altiris views and SQL reports for cross-departmental use and ITIL alignment for business goals

## **UCLA MEDICAL CENTER COMPUTING SERVICES | WESTWOOD, CA (ON-SITE)**

Jan 2006 – Oct 2007

### **IT Project Manager/Server Group Manager**

- Remediated datacenter redundancy issues for Cisco switch replacement project.
- Analyzed and validated power/cooling requirements to facilitate data relocation from Oppenheimer to Regan Hospital
- Managed supplementary operations projects, including print server migrations and ER implementations
- Managed team of 7, providing mentorship, guidance and project prioritization and tracking for Server team.

## **PREVIOUS EXPERIENCE**

## **MERCURY INSURANCE | BREA, CA (ON-SITE)**

May 2005 – Jan 2006

### **Software Compliance Consultant (Contract)**

## **SKECHERS USA | MANHATTAN BEACH, CA (ON-SITE)**

Oct 1998 – May 2005

### **IT Senior Project Manager/Operations Manager**

# **ANNE WATSON**

*Professional Experience, Continued...*

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## **EDUCATION**

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CALIFORNIA STATE UNIVERSITY, LONG BEACH

**Bachelor of Science (BS) in Business Administration/MIS Concentration, 1998**

## **TRAINING & CERTIFICATIONS**

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**ITIL Foundation v3 (HP Education Center)**

**CITAM – Certified IT Asset Manager (IAITAM)**

**FOCP: FinOps Certified Practitioner (The Linux Foundation)**

**Sales Professional Certification for FinOps (Flexera)**

**Sales Professional Certification for IT Asset Management for Flexera One (Flexera)**

**Sales Professional Certification for Technology Intelligence (Flexera)**

**Certified IT Asset Management Administrator (Flexera)**

**Cloud Cost Optimization Administration (Flexera)**

**Certified IT Asset Management Practitioner (Flexera)**

**Mastering the Flexera One Business Value (Flexera)**

**Partner Sales SAM Professional Certification (Snow Software)**

**Partner Technical Consultant Certification SAM (Snow Software)**

**Snow Inventory Administrator (Snow Software)**

**Snow License Manager User Installation Customer Onboarding (Snow Software)**

**Administration of Symantec Management Platform 7.1 (Symantec)**