LARRY FISCHER

Phone: 205-243-8393 - [larry@larryfischer.net](mailto:larry@larryfischer.net)

**Professional Summary**

Accomplished IT professional with proven record of strategic network planning and implementing IT initiatives that produce results. Strategic leadership skills to meet a fast changing business environment. Accountable for multi-million dollar budgets and resources to meet and exceed profit and sales goals. Successfully drives growth in company ROI through innovations in process and organizations as well as expense management.

**Skills**

|  |  |
| --- | --- |
| * Over 20 years of organizational development and leadership experience. * IT Strategic Development * Network Engineering * Data Migrations / Upgrades * Training and Mentoring | * Information Technology * Multi-Platform Networking * Telecommunications/VOIP * Hardware/Software Troubleshooting * LAN/WAN/NOC Administration |

**Work History**

2012 to Current **Marketing Director**

**Internet Media Now -** Birmingham, AL

* Create and implement online marketing campaigns
* Design sales and marketing funnels
* Graphic Design and copywriting
* Design integrated website, social media and mobile marketing

2002 to 2015 **Network Optimization**

**EarthLink: Network Operations -** Anniston, AL

* Identified and implemented 41 million dollars in monthly line cost savings within EarthLink network
* Managed and mentored team of engineers to implement network grooms to achieve savings.
* Responsible for planning and removing outdated equipment from network with as little impact to the customers as possible
* Monitor network and order any needed capacity for normal customer growth within 20 states
* LAN/WAN optimization; Migrated fiber network database integration to new inventory management database
* Manage optimization projects to completion and calculate the cost saving associated with capital projects

1993 to 2006 **Financial Representative / Licensing Instructor**

**Primerica Financial Services: Division of Citigroup-** Birmingham, AL

* Securities licensed to implement investment in IRA, 401k and mutual funds.
* Provided clients with needs analysis to determine ways to meet stated financial goals
* Assist client with debt consolidation loans, mortgages, term life insurance, annuities, and long-term care insurance
* Instructor of Life/Health and Property and Casualty Insurance

1998 to 2002 **Director of Operations**

**U.S. Print Company -** Birmingham, AL

* Installed and administered Microsoft Server environment
* Migrated financial data to new accounting software
* Desktop support and hardware maintenance
* Responsible for an increase in productivity by 40% through restructuring of human resources and marketing campaigns
* Directed and coordinated marketing activities and policies to promote products and services
* Defined and tracked campaign effectiveness and adjusted strategies accordingly

1989 to 1998 **Partner, General Manager, Sales Manager, Buyer**

**Over the Mountain Outfitters -** Birmingham, AL

* Designed and implemented inventory control software to increase efficiency and track inventory
* Installed and administered an NT network
* Organized Adventure Trips such as camping, hiking, backpacking, canoeing, kayaking, rafting, skiing, snowboarding etc.
* Directed and coordinated marketing activities and policies to promote products and services
* Initiated market research studies and analyzed findings
* Analyzed business developments and monitored market trends

**Education**

* Business Degree from Huntingdon College