

Thomas Colby

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A vision-driven leader with extensive experience in building/nurturing relationships, optimizing business processes and steering technology change initiatives.

Innovative thinker; adept at designing and implementing robust software solutions and process enhancements. Proven track record of significantly boosting operational efficiency, client and employee satisfaction. Strategic professional with a successful history of directing enterprise-wide software rollouts, especially complex CRM systems. Experienced in nurturing strategic alliances, spearheading cross-functional teams, and driving customer journeys and user experiences that enhance business outcomes. Seasoned integrating tech into business, developing comprehensive training programs, and leveraging data-driven insights to maximize ROI and streamline operations. Proficient in CRMs, PSAs, Legal Billing Software, Microsoft 365, SharePoint, Teams, and PM Tools.

- Relationship Building
- Process Improvement
- Technology Implementation
- Training & Skills Development
- Managing Change
- Business Analysis
- Business Enablement
- IQ/EQ
- Continuous Improvement
- Operational Excellence
- UI/CX
- Technology/Software Training

Work Experience

TJC Consulting | Orlando, FL

2024 – Present

Offering full lifecycle project leadership from directing the project, developing the project team, working with stakeholders, defining requirements, business analysis, training development, rollout, and a smooth transition to support.

Independent Software Project Consultant

I offer full project lifecycle consulting services from project lead, data conversion, implementation, training, and hand-off to support with a focus on outcomes and user adoption. Partnering with the appropriate departments, management team, and user community, we will develop, test, and implement software enhancements, new processes, and develop training that supports change and encourages user acceptance.

- I work closely with management and end-users to understand business needs to solicit software and new process requirements.
- Through research, surveys, interviews, and data analysis to gain insights, I offer actionable plans to improve processes to streamline work and gain operational efficiencies.
- I work with the business community and/or IT to assess the pros and cons of possible strategies and propose recommendations for improvement.

Anthony & Sylvan Pools | Orlando, FL

2022 – 2024

Specializing in designing and building custom in-ground swimming pools and spas with a reputation for quality craftsmanship and exceptional customer service.

Director IT Business Process

Implemented [Creatio Sales CRM SaaS](#) across the organization while continuously improving the software through partnership with the business community. I conducted process analysis to identify and capitalize on opportunities for operational enhancements. Analyzed data to detect trends and pinpointed areas for improvement or corrective action.

- Worked diligently to accelerate and facilitate the adoption of new processes and technologies. Liaised with the executive team and business stakeholders to drive short/long-term operational efficiencies through [Creatio Sales CRM SaaS](#). Gathered platform requirements, prioritized enhancements, and managed expectations regarding release schedules.
- Developed the entire training program for all end-users based on user roles as well as all the training documentation and video tutorials. In particular.

TJC Consulting | Orlando, FL

2021 – 2022

Offering full lifecycle project leadership from directing the project, developing the project team, working with stakeholders, defining requirements, business analysis, training development, rollout, and a smooth transition to support.

Independent Software Consultant

- Previously contracted to [SoluStaff](#) (now Symmetrio) November 2021 - March 2022 to lead the implementation of [Anthony & Sylvan Pools Creatio Sales CRM SaaS](#) project.
- Offered and accepted a full-time Director position within IT as a liaison to the business community.
- Contracted to [Defense Logistics Agency](#) through [Agilious, inc.](#), to support their ERP implementation applying agile practices for a successful roll-out. September 2021 - November 2021.

Mattamy Homes - US | Orlando, FL

2018 – 2021

The largest private homebuilder in North America, known for creating well-designed, quality homes and communities across the United States, offering a customer-centric experience and innovative living spaces.

Director, Business Process Improvement & Integration

Executed solutions and performed thorough analysis of existing business processes to uncover inefficiencies. Implemented optimized processes using available technologies. Identified opportunities for automation of repetitive tasks using current business technologies.

- Collaborated with stakeholders to gather requirements, develop solutions, and ensure alignment with organizational goals.
- Upskilled employees on new processes and technology implementations through training. Advised business stakeholders on critical issues and key opportunities.
- Conducted analyses across U.S. business units to identify issues and gaps.
- I held ownership of approving all US software enhancement requests.
- Expertly led the design, execution, and training program for a branded enterprise sales & marketing CRM built on [Oracle Experience Cloud](#) and [Oracle Eloqua SaaS](#), assisted with website implementation with [Sitecore](#) for both the US and Canada
- Headed process improvement projects from initiation through completion, ensuring achievement of project objectives.
- As the Business Enablement Lead, I made certain that all departments across the US had everything necessary to function optimally and all Key Buyer Data was collected timely.
- Established KPIs and metrics to measure the effectiveness of training, initiatives, and reach user-acceptance goals.
- Evaluated modern technologies and assisted in company-wide process discussions, system development, and implementation plans.
- Deployed systems and process improvements to maximize existing and future technologies across all homebuilding areas.

"In my experience with Tom, he has demonstrated a passion for tackling challenges, developing practical solutions, leading teams at all levels, training those in need and being a fantastic leader. He is tenacious and thoughtful in all that he does. It was a blessing to have him on our team, and I recommend him to any organization that seeks excellence."

"Please do not hesitate to reach out to me using my contact information below for additional information".

Peter G. Skelly
Former CEO, Mattamy Homes - US
PGSkelly1963@gmail.com
847-343-8141

ITSavvy | Chicago, IL

2017 – 2018

Offering a comprehensive range of services, including managed IT, cloud solutions, hardware procurement, and cybersecurity.

Technology Training Manager

Built a technology training program from scratch and developed comprehensive learning materials, including e-learning modules and instructional manuals, identified and accommodated skill gaps for internal and external employees and customers. Utilized various training methods and technologies to engage participants and enhance learning outcomes. Configured the [VAIRKKO Certification Cloud SaaS](#) solution to track the certifications and credentials of the skilled workforce. Provided direction and feedback to executive leadership, offering recommended solutions for training and development.

- Rolled out continuous improvement plans for ongoing training and development of tech and sales personnel.
- Launched a branded [Learning Management Solution \(LMS\) via MoodleCloud](#) within 3 months, creating high-quality learning modules with Camtasia Studio.
- Recognized for supporting business development, sales, and marketing reporting efforts and data best practices.
- SME for all internal business systems ([Dynamics CRM SaaS](#), [Act-On](#), [Autotask](#), [RainKing](#), etc.)
- Created an HTML front page interface for easily accessing and searching for information and training resources related to Public Sector sales; FEDERAL, SLED, USAC - E-rate.
- Developed processes to leverage company data to enhance business development, sales & marketing reporting efforts.
- Provided direction, guidance and feedback to executive leadership with recommended solutions.

Constellation HomeBuilder Systems | Chicago, IL

2016 – 2017

A leading provider of innovative software solutions for the home building industry, offering a comprehensive suite of products to streamline business processes, enhance customer experiences, and improve operational efficiency.

Implementation Manager

Nurtured strong working relationships with clients to ensure adherence to project timelines and deliverables. Delivered feedback to leadership on implementation progress and critical issues, facilitating overall project improvement. Handled concurrent [BuildTopia Enterprise Resource Planning \(ERP\)](#) software implementation projects.

- Established repeatable project management processes while enhancing overall implementation success.
- Resolved project issues and delays to promptly minimize client impact and ensure timely delivery.
- Developed project documents, including plans, schedules, deliverables, and financials.
- Redesigned the Sales/Marketing module to align with contemporary sales processes and email marketing best practices.
- Resolved project issues and/or delays to reduce the impact on the client and ensure timely implementation.
- Negotiated modifications and/or trade-offs to project scope or delivery dates with client, based on project deliverables, contingencies and predefined acceptance criteria.
- Advised in detail the implications of changes to project scope and/or objectives to client and management to ensure changes were understood and approved.

Ryland Homes (CalAtlantic Group) | Deer Park, IL

2008 – 2015

Seventh largest homebuilder in the US constructing single-family homes, townhomes, and condominiums with an emphasis on quality craftsmanship and innovative design.

National Director, Business Process Improvement and Integration

Liaised with the IT group and reviewed workflow priorities while recommending process improvements. Validated existing processes to identify inefficiencies and areas for improvement by collecting data, interviewing stakeholders, and mapping workflows. Created metrics to measure the effectiveness of new processes and continuously monitor performance. Served as the Business Product Manager for **MS Dynamics CRM**, ExactTarget (now Salesforce Marketing Cloud), and acted as the lead training manager for all software, especially our sales and marketing systems.

- Prioritized areas for improvement and evaluated the effectiveness of implemented strategies.
- Ensured the EVP/COO's strategic business initiatives realized through technology, process enhancements, and opportunity exploitation across twenty divisions and thirty-two markets in the U.S.
- Elevated the company's use of interactive marketing techniques to generate traffic and sales opportunities.
- Developed IT capabilities and web presence to meet national strategic objectives, including optimizing marketing ROI, data segmentation, operational efficiency, cost-effective communication, and employee training.
- Sales Enablement Leader, removed all roadblocks, ensuring that our VPs of sales/marketing and all sales and marketing staff had all the tools available to succeed.
- Led the complete redesign of **MS Dynamics CRM** to streamline the entire platform and increased entry-to-sale submission time by 80% compared to post redesign.
- Evaluated and tested custom Customer Service/Warranty software for our customers and field service trade partners.
- Oversaw the implementation of Hyphen **BuildPro** / **SupplyPro**.
- Created the annual "Train-the-Trainer" which was mandatory for all division CRM experts/trainers.

Ryland Homes (CalAtlantic Group) | Deer Park, IL

2004 - 2008

Region Project Manager

- Manager and point-of-contact for all project and business systems initiatives for all areas of homebuilding operations; Sales & Marketing, Homebuilding/Production and Warranty/Customer Services for the North-Central & Texas Region.
- Worked with national vendors to streamline business processes in a collaborative manner; streamlined and brought consistency amongst the North Central Region divisions via the order process for our National vendor GE Appliances.

Ryland Homes (CalAtlantic Group) | Deer Park, IL

2002 - 2004

Independent Consultant / TJC Consulting

- Contracted to Ryland Homes as consultant, "North-Central Region," (Seven divisions, with approximately twenty communities each), to oversee the conversion, validation, implementation and training of their nationwide, highly customized **Onyx CRM system**.
- Provided analysis and feasibility of project success; findings resulted in halting the project Nation-wide to enhance the software, re-prioritize those enhancements, and reimagine project ownership as a partnership between IT and the business community.
- Received the Region President's Award for excellence in providing continued direction, feedback, support and guidance.

"I would highly recommend Tom to any company looking for a solution to their computer related projects. His ability to sort through even the most complex systems and simplify the steps for the employees is remarkable."

**Connie A., Vice President
Sales and Marketing,
Ryland Homes**

Software & Notable Projects

- | | |
|--------------------------------------|--|
| • CRM, PSA, LMS, ERP | • Elite Legal Billing & FMS |
| • Creatio Sales CRM | • Oracle Eloqua Digital Marketing |
| • Oracle CX Cloud CRM | • ExactTarget now (Salesforce Marketing Cloud) |
| • Oracle BI Dashboards | • ClickDimensions |
| • Microsoft Dynamics CRM | • BlueHornet, ConstantContact, MailChimp |
| • Onyx CRM | • MoodleCloud LMS, Docebo, Others |
| • Custom CRMs | • SmartSheets, Basecamp, Asana, ClickUp, etc. |
| • Salesforce (end-user / functional) | |
| • ChangePoint PSA / PMO | |
| • ActOn PSA, ServiceSphere PSA | |
| • Camtasia Video Tutorials | |
| • SQL Server, IIS | |
| • Sage Carpe Diem (Time/Expense) | |

Mattamy Homes

Oracle CX Cloud CRM, Eloqua Marketing Cloud

Ryland Homes

"Simplified CRM" Implementation, Dynamics CRM

Baker McKenzie Law Firm

Elite Legal Billing, Financial Management Suite, Sage Carpe Diem

Fidelity Investments

3COM (US Robotics)

Kirkland & Ellis Law Firm

ABBOTT LABS

GE Railcar, GE Capital, GE lighting

McDermott Will & Emery Law Firm

EARLIER CAREER

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