

Robert Craig Murphy

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Summary I am results focused, with extensive leadership experience and technical depth, European and Asian experience, and regular interactions with all organizational layers from programmers to executive management and boards. I am experienced with all aspects of large, high performance, mission critical, online transaction processing systems. I possess proven expertise in enterprise architecture and systems engineering, innovation and research, data modeling, systems re-engineering, applications development, systems programming, continuous operations and disaster recovery, capacity modeling and planning, software performance engineering, project management and control, and cost analysis. I am a thought leader, an accomplished problem solver and an excellent communicator.

Experience **R Craig Murphy, LLC**
 Denver, Colorado
 2007 – present

- ◆ Consultant, June 2007 – present. Founded independent consulting company specializing in:
 - ◆ Analytical modeling and data mining – experienced SAS programmer and *GainSmarts* analyst capable of finding excellent models with stable properties and high gains. Performs all stages of modeling and writes clear, cogent reports.
 - ◆ Technology and project review and assessment – an experienced and independent assessment of systems, projects and plans. Identifies and estimates risks and vulnerabilities, communicates realities simply and thoroughly.
 - ◆ High performance transaction processing – model-based analysis built around shop-sell-fulfill value chain. Emphasizes systems engineering perspectives and service-oriented architecture to drive maximum system value.
 - ◆ Legacy conversion to open systems – platform migration can improve capabilities and reduce cost. Emphasizes commodity components, open source, horizontal scale, distributed processing and service architecture.

- ◆ Disaster recovery planning – technology and project management for business continuity. Emphasizes risk analysis, business impact assessment, DR strategy, business continuity planning, and plan testing/maintenance.

Works on a time-and-materials basis, according to an agreed statement-of-work. Defines problem(s) clearly, confronts issues openly, communicates directly and works constructively toward practical solutions.

**Experience Sabre Holdings, Inc. (formerly AMR)
Southlake, Texas
1996 – 2007**

- ◆ Senior Vice President of Enterprise Integration, July 2006 – May 2007. Senior Vice President in a mentoring and coaching role for enterprise-wide activities. Focused on disaster recovery and business continuity, IT outsourcing, change and problem management, service level agreements, system hardening in outsourcing, network separation, and other legacy system projects. Executive Sponsor for Sabre's first Disaster Recovery project, Phase 1 completed successfully in January 2007. Retired in May 2007.
- ◆ Senior Vice President and Chief Technology Officer, September 2005 – June 2006. Announced retirement for early 2007 and began to transition away from CTO responsibilities over 9 month period. Picked and hired successor. Managed architecture, systems engineering, information security, enterprise operations and infrastructure during this period. Emphasized business continuity, disaster recovery, systems engineering, system hardening, change management, SLA management, systems engineering, enterprise architecture, lean development methods and collaborative governance. Executive Sponsor for Sabre's first Disaster Recovery project with a budget of over \$40 million.
- ◆ Senior Vice President and Chief Technology Officer, July 2000 – August 2005. Corporate officer reporting to CEO. Responsible for technology, innovation and research for the corporation. Participated in corporate strategy, mergers and acquisitions, investor relations, outsourcing decisions, and overall operations. Directly managed over \$150 million in technical investments focused on moving mission-critical legacy systems to open platforms and relational databases via a service-oriented architecture through real, standalone development/delivery projects. Significant accomplishments include:

- ◆ Executive Sponsor of Sabre's first Disaster Recovery project, a two-facility hot-warm solution that is set to migrate to hot-hot as legacy is retired in favor of open systems.
 - ◆ Led the creation of Sabre's Integrated Computing Environment to replace legacy vertical system controls with distributed horizontal components on open systems with a Service-Oriented Architecture.
 - ◆ Led the offload of shopping functionality from legacy mainframe technology to Linux and MySQL with a NSK master database, cutting unit-processing costs more than 90% in shopping and pricing functions.
 - ◆ Led the creation of customer-centric indexing at Sabre and began a migration from flat files to relational databases for customer profiles and bookings.
 - ◆ US Patent 6,714,945: System for Propagating TPF data to a variety of clients, other patents pending on customer indexing and travel avatars.
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- ◆ Senior Vice President, Sabre Applications, April 1999 – July 2000. Responsible for all applications supporting electronic travel distribution, flight operations, crews and cargo, including host, distributed client-server, desktop, and middleware for Sabre Res, FOS, Southwest Airlines Res, Travelocity, and BTS. Chief architect of Next Generation Sabre initiatives, emphasizing the introduction of new, open systems technology and the protection of legacy IBM platforms (TPF, VM & MVS). Managed over 2,000 staff members in Fort Worth, Tulsa, Denver, Winston-Salem, and Miami in the US and Swindon and Hounslow in the UK. Supervised budgets totaling over \$250 million for expense and capital. Collaborated in managing capital budget of over \$100 million.
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- ◆ Senior Vice President, Delivery Systems Applications, June 1998 – April 1999. Responsible for all applications supporting electronic travel distribution, including host, distributed client-server, desktop, and middleware. Managed over 1,200 staff members in Fort Worth, Tulsa, Denver, Winston-Salem, and Miami. Supervised budgets totaling over \$120 million for expense and capital.
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- ◆ Senior Vice President, Core Travel Systems, February 1998 – June 1998. Responsible for core applications supporting electronic travel distribution, including pricing, ticketing, schedules and availability, PNR, car and hotel applications, airport processing, TTY, etc. Managed over 550 staff members in Fort Worth, Tulsa, and Denver. Supervised budgets totaling over \$60 million for expense and capital.
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- ◆ Vice President, Next Generation Sabre Applications, October 1996 – February 1998. Responsible for application architecture and development for the WorldFare pricing application and other Next Generation Sabre projects. Began analysis to re-engineer the Sabre computerized reservations system (CRS). Managed over 170 staff members in Fort Worth and Tulsa.

**Experience Galileo International (formerly UAL and Covia, now Travelport)
Englewood, Colorado
1985 – 1996**

- ◆ Vice President, Technology and Infrastructure, August 1996 – October 1996. Responsible for corporate technology. Set technical direction for company and began establishing infrastructure to realize this vision. Led the introduction of new open systems technology and the protection of legacy IBM platforms (TPF, VM & MVS). Managed over 160 staff members in US and UK. Supervised budgets totaling over \$30 million for expense and capital. Collaborated in managing capital budget of over \$60 million.

- ◆ Director of Technology and Infrastructure, August 1995 – July 1996. Responsible for all systems and network architecture and engineering, communication systems and operating systems software, database administration, and technical research. Managed over 150 staff members in US and UK with a budget of over \$17 million for expense and capital.

- ◆ Manager of Infrastructure Design, August 1994 – July 1995. Responsible for global technical strategy, sales and marketing technical support, end-to-end systems and network architecture, and internal consulting for Apollo and Galileo CRS's. Second level manager with 20-person architecture and engineering staff in US and UK.

- ◆ Various engineering and management positions, December 1985 – July 1994. Statistical analysis and programming, forecasting, and application consulting and management for Apollo, Gemini and Galileo CRS's. Introduced operations research techniques, including an assembler implementation of branch and bound implicit enumeration, to the culture at the Apollo data centre.

Education	PhD	Colorado School of Mines	May 1985
	BSME	University of Texas at Austin	May 1974

Project Management Professional (Expired)

Certified Business Continuity Professional (Expired)

Licensed Professional Engineer (Expired)

Note: between May 1974 and August 1980 I was a production engineer in the petroleum industry for Cities Service Oil Company, now Oxy. That engineering experience, along with other requirements, was the basis of my engineering license, now expired.

I was a full-time graduate student in the mineral economics department (management science program) from August 1980 to December 1984, an instructor from September 1982 to December 1984, and Assistant Director of the Computing Center from January 1985 to December 1985, all at Colorado School of Mines in Golden, Colorado. My dissertation developed a new way to apply geometric programming to a resource allocation problem with Cobb-Douglas production and linear resource constraints. I studied under Dr. Gene Woolsey. I was inducted into Sigma Xi as a grad student and eventually became full member, now expired.

References available...

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