

# DUANE H. COOK

53 County Clare Crescent  
Fairport, New York 14450-9158

- home: 585-377-3439
  - cell: 585-230-6357
  - email: [d\\_h\\_cook@yahoo.com](mailto:d_h_cook@yahoo.com)
  - website: [www.ebizk.com](http://www.ebizk.com)
- 

## PROFESSIONAL SUMMARY

- Recognized subject matter expert and experienced eBusiness team leader developing and executing Business-to-Business strategies and solutions, saving millions of dollars annually.
  - Pioneered innovative, technology-based solutions to complex business problems. Recognized forerunner in using Internet technology and eBusiness as a viable tool to expand markets.
  - Acknowledged as “go to” person for eBusiness implementations. Accustomed to overcoming people resistance, technology challenges, and competitive markets to drive profitability and performance.
  - Accomplished in process design. Results-driven orientation with consistent success in maximizing operations, expanding market penetration, and improving bottom line results.
  - Visionary who delivers strong operational performance and growth in highly competitive markets, focusing on business needs and delivering impressive results.
- 

## EXPERIENCE

### ***Strategic eBusiness – Cook Consulting***

***Fairport, New York***

#### **Founder and CEO**

**2004 to present**

Founded consulting firm to help companies improve their eBusiness processes, through executive and managerial guidance, strategy development workshops, and additional services.

### ***Eastman Kodak Company***

***Rochester, New York and Whittier, California***

(\$12.8 billion world-leader in “Infoimaging” with operating units in Photography, Health Imaging and Commercial Imaging)

#### **eBusiness Process Manager**

**1996 to 2003**

Spearheaded global eBusiness (\$6 billion in transactions annually) as member of ERP Global Foundation Team. This elite team was selected by senior management to rebuild information systems as the company faced challenges resulting from size, age, and complexity of legacy applications.

- Saved millions of dollars by replacing hundreds of outdated systems with a single, integrated, real-time eBusiness infrastructure.
- Saved hundreds of thousands of dollars per year by reducing number of EDI maps from 360 to five by overcoming significant barriers.
- Developed best-in-class business processes slashing transaction cycle time from an average of six hours to five seconds, significantly improving monitoring, auditing, and measurement tools.

Managed from concept to profitability, corporate design of web-based (Internet) B2B eCommerce. Transitioned “old school” order management function into a state-of-the-art, customer-driven process, expanding market reach, revitalizing customer service, and improving customer satisfaction.

- Phenomenal success; arguably the most successful B2B offering in the Infoimaging market, used in more than 20 countries and in six user languages, with annual sales of over \$1 billion.
- High user satisfaction and increased “reach” of eBusiness to small enterprises, saving thousands of dollars per year in operating costs for the company and customers.
- Built best-in-class function where none previously existed; solution leveraged across the corporation.
- Launched world’s first all-SAP web CRM/Portal service in China.

Key adviser providing executive-level strategic guidance and operating-level tactical leadership.

- Established corporate priorities, developed strategic objectives, analyzed and overcame issues, and optimized internal resources. Organized 36 successful projects in a 22-month period.
- Orchestrated successful new initiatives resulting in solidified relationships with major customers (such as Wegman's and Wal-Mart), through exchanges and global data synchronization.
- Pioneered and championed other advanced technologies, such as Radio Frequency Identification (RFID) applications, to lay the foundation for further eCommerce initiatives.

### **Electronic Commerce Coordinator**

**1994 to 1996**

'Painted the vision', created functional/screen specifications, incentive programs, and gained/retained management commitment to implement in a \$400 million business. Assumed personal responsibility for successfully capturing competitive advantage.

- Generated annual savings of \$500,000, by increasing orders received electronically by 85%.
- Recognized as top achiever (among 60 manufacturers and 400+ companies) among leading eBusiness implementations across industry.
- Responsible for leading industry-wide initiative as chairperson on North American Graphic Arts Suppliers Association (NAGASA) eCommerce committee.
- Designed nine industry-wide EDI transaction sets, published implementation guide, developed PC workstation, and pioneered code of practice (universal trading agreement).
- Transitioned company to forefront as "Number 1" in eBusiness and established personal reputation as North American expert and "thought leader" in eBusiness.

### **Reengineering Project Manager**

**1993 to 1994**

Conceptualized, championed, designed and implemented large, innovative, and successful projects in the graphic art supply channel to radically reduce redundancy, strip-out cost, streamline processes, and improve daily operations. Significantly improved customer relationships, thwarting competitive threats.

Prior to 1993, acquired solid experience during fast-track promotion through series of increasingly responsible and complex positions in Supply Chain Management, Customer Service Management, Logistics, Distribution, and Administration.

### **PROFESSIONAL RECOGNITION AND HONORS**

- Led team that won 2003 "Supply Chain Magazine Award" for excellence.
- 2003 Rochester (NY) eBusiness Association Executive of the Year Team Award.
- Led team that won 1999 "General Electric Excellence Award" for "creative, innovative, courageous and heroic problem solving."
- Received Favat award from North American Graphic Arts Suppliers Association (NAGASA) for service to the trade association.

### **PUBLICATIONS**

- **"What It Takes to be Successful in B2B, You Learned in Kindergarten"**  
Series of web articles published (url: [www.ebizk.com](http://www.ebizk.com))
- **Dealer Communicator**  
Series of magazine articles on eCommerce, EDI, and bar codes, 1995-1996

### **EDUCATION**

California State University, Fresno  
B. A., Political Science

Fresno, California

With wide variety of additional training: Management/Supervision, Electronic Data Interchange, Internet, Reengineering, SAP, Negotiation, Leadership and others.