

Michael Beller

Associate Advisor

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Michael Beller has over 25 years of experience driving predictable profitable growth in start-up, turnaround, and high growth organizations as a COO, CIO, and consultant. Mr. Beller has been directly involved in developing and implementing external business strategies and internal operating strategies combined with "in the trenches" operational execution and leadership. He has built and led diverse management teams achieving extraordinary results and operational excellence in the Retail, CPG/Consumer Products, Manufacturing, Technology, and Services industries.

Mr. Beller leads teams as a technical solution architect to design and implement ecommerce and supply chain solutions to improve business operations in retail, distribution, CPG, and consumer services organizations across all functional areas. Projects include a custom ecommerce solution integrating a J2EE commerce and auction platform with backend SAP ERP system and the eBay marketplace, an ecommerce and retail architecture to support multi-channel operations, and an ecommerce solution comprised of four off-the-shelf (OTS) packages supporting shopping basket, fulfillment, shipping, and customer service functions. These projects often require architecture initiatives across security, network, and server back-office operations in addition to front-end application components.

Mr. Beller has also led project teams as lead architect and full stack developer for LAMP, .NET, and OTS solutions including a recent python based custom LAMP solution that integrates an Internet of Things (IoT) solution, ecommerce solution, and back-end ERP solution.

In addition to these initiatives, Mr. Beller was the EVP of Strategy Management & CIO at Steve and Barry's, a national specialty retailer. In this role, Mr. Beller worked with all business units, including product development, merchandise management, supply chain, store operations, HR, and finance, to develop and execute improvement strategies to drive improvement across the business. He led teams in both the US and India improving processes and establishing new capabilities (e.g., SAP ERP system) to support 59% growth in 18 months. Mr. Beller also led efforts to drive corporate planning and Balanced Scorecards for improved business alignment and performance across all business units.

Mr. Beller was featured in a cover story in Retail Information Systems News magazine for IT's role in business strategy, listed #4 in Apparel Magazine's list of Top 50 Innovators, nominated for ComputerWorld magazine's list of Premier 100 IT Leaders, won the Smart Enterprise magazine award for Outstanding Achievement in Enterprise IT Management, and selected to participate on the CA Tech (formerly Computer Associates) "flagship" Customer Board.

In previous roles, Mr. Beller held various senior executive and consulting positions. From 2004 to 2007, Mr. Beller served as Chief Operating Officer (COO) at PL Developments, a pharmaceutical packaging and distribution company that served large retailers such as Walmart, Target, CVS, Walgreens, and Rite Aid with private label OTC pharmaceuticals. He was hired as a change agent to provide vision, strategic leadership, and tactical execution to reengineer this fast growing pharmaceutical-packaging company's entire operation across materials management, production, finance, logistics, quality control, sales, information technology, and human resources. Collectively, the initiatives contributed to a 74% increase in revenue and a 79% increase in gross profit.

In 1999, Mr. Beller was recruited by private equity investors and charged with executive management of operations and IT for TechSmart, a technology re-manufacturing and e-commerce company. From 1999 to 2003, Mr. Beller served as CIO and COO at TechSmart and led this start-up through early-stage development, a major acquisition, and revenue growth of 600%.

Prior to these executive positions, Mr. Beller held senior management positions with consulting firms that included Accenture, Technology Solutions Company, and Diamond Management and Technology Consultants. In 1994, Mr. Beller was a founding partner of Diamond and helped lead the company through a successful IPO in 1997. He led client projects with Global 2000 companies in the finance, services, consumer products, and manufacturing sectors that involved analysis, design, and implementation of business processes, information technology, and new organizational structures. Highlights of client projects include an 18-month, 100,000+ hour, SAP implementation for a multi-mode manufacturer, development and deployment of an e-commerce strategy for a multibillion-dollar distributor, and the design and development of a large scale custom system for a utility.

Mr. Beller received his Bachelor of Science degree in Operations Research & Industrial Engineering from the Cornell University College of Engineering.