

**William A. Serrao**  
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Bill Serrao joined TechPar after a 21 year consulting career with PricewaterhouseCoopers and IBM Global Business Services. He most recently led the Americas Media & Entertainment vertical focused on IBM's largest accounts in this industry. He managed a team of 18 partners with P&L responsibility for sales, revenue, and profit. His key clients included film studios, information providers, media networks, publishing companies, and music companies. He was responsible for industry strategy, planning, solution development, marketing, and thought leadership. He led the development of new and improved solution sets around digital media workflow and back-office transformation and his projects included ERP implementation, business process improvement and Internet enabled business transformation.

Mr. Serrao was the Supply Chain and SAP Practice Leader for the Communications Sector (Telecommunications, Media & Entertainment, and Energy & Utilities Industries). He managed a consulting staff of 125 including 12 executives and deployed these staff to fill needs at clients. He regularly hired 30 to 35 staff per year and maintained programs to evaluate, train and reward staff. He was responsible for SAP client relationships, opportunity identification, proposal development, and project delivery. He combined industry knowledge and SAP experience to develop new marketplace solutions through targeted investments. He pioneered the use of low cost remote development in major Indian locations and grew the SAP practice 50% year over year and significantly exceeded all performance metrics.

Mr. Serrao also was a Global Relationship Partner for AT&T and Bertelsmann. He developed and managed business across numerous functional areas including Business Strategy, Customer Relationship Management, Financial Management, and Supply Chain Management. He regularly managed process and systems transformation engagements that included business process improvement, systems implementation, change management, and training with significant financial impact to the client. At AT&T, he helped generate hundreds of millions in savings in leading a customer financial management transformation, an engagement of over 100 consultants and 150 client participants. The project delivered improvements in billing, collections, credit management, and cash collections. At Bertelsmann, he led a project that transformed the supply chain at Random House by implementing an integrated SAP system of forecasting, inventory management, order management, shipping, billing, cash collection, general ledger, and accounts payable. This delivered tens of millions in savings used to fuel growth and acquisitions. Mr. Serrao's other projects included merger integration, profit improvement, custom systems development, package selection and implementation, outsourcing analysis, and data center consolidation at clients such as Thomson Reuters, Walt Disney, Time Warner and Pearson.

Earlier in his career, Mr. Serrao was a telecommunications analyst and systems development manager at Prodigy, an internet services companies. He began his career as a telecommunications officer in the United States Army specializing in battlefield automation systems.

Mr. Serrao has a BS in Applied Science and Engineering from the United States Military Academy at West Point, NY (distinguished graduate) and an MS in Business Management from the City University of NY.