

Larry Hettick, MBA
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I. Educational Background

Degree	Institution	Last Course Taken	Field of Study
BA	Angelo State University	2018	Theatre
16 hours	Howard College	2015	Spanish
MBA	St. Mary's College of California	1989	Executive Management
24 hours	Pepperdine University	1979	Communications
BA	Pepperdine University	1978	Political Science
14 hours	College of the Sequoias	1975	General Studies

II. Full-time Experience

Angelo State University 2016-present. Instructor

Subjects taught include Industry Analysis, Strategic Management, Management of Information Systems, and Financial Statement Analysis (graduate level courses for MBA and Masters in Public Accountancy students); undergraduate classes include Strategic Management, Management Information Systems, Human Resource Management, Marketing, Ethics, Principles of Management, Human Resource Management, and Organizational Behavior. Focus on all subjects includes both theory and practical experience.

Webtorials, 2013 - 2016. Editorial Director and Senior Research Fellow.

Lead analyst on primary research studies from developing objectives and questions through to publication, including data and market analysis. Provide short-form analysis on trends and technology announcements via ongoing blog. Review and approve third-party analyst reports and sponsor-contributed content that will be compelling to IT professionals and result in "click-through" sales leads.

Current Analysis, 2004 - 2015. Research Director, U. S. Consumer Services.

Led analyst team covering mobile and fixed line U. S. service providers, offering analysis, peer reviews, and advice to C-level executives at client companies such as AT&T, Verizon, Comcast, and Time Warner Cable. Analysis tools included company assessments, product and portfolio assessments, industry trend analysis, advisory reports, and win-loss analysis. After leaving Current Analysis in 2013 to join Webtorials full time, was invited to return as a part-time Contributing Analyst, authoring reports and consulting with client-company executives.

Telecommunications Market Consulting Inc., 2001 - 2004 Founder and President.

A sole proprietorship consulting firm that offered consulting services to client companies. Trained and managed 15-person Reliance Infocomm product team for 18 months that defined and introduced 3G wireless services to emerging market across India. Promoted to Launch Director with line responsibilities for matrix-managing cross-functional team to integrate the network and back-office systems. Company grew to 10 million+ wireless subscribers in 18 months; it reported over 109 million subscribers by April 2015.

TeleChoice, 2000 - 2001. Vice President, Consulting.

Led the strategic planning, development, and implementation of cutting-edge marketing solutions for telecommunications companies like Sprint and Lucent Technologies. Worked jointly with service providers and equipment vendors to build strong communications channels and introduce innovative marketing plans. Guided client executive teams in initiating business, market, and messaging strategies to drive business growth.

Ascend Communications, 1998 - 2000. Senior Director, Carrier Service Development

Led recruitment, training, and management direction for team of seven directors and managers. Guided team to provide carrier customers with service definitions, network designs, and ROI models on company products. Consulted with top ten carrier customers on data/voice service strategies and deployments.

Newbridge Networks, 1997- 1998, 1991- 1996. Director, Product Management

Held complete P&L responsibility for \$500M annual product family across five R&D centers. Oversaw five direct reports and indirect staff of 12 project and product marketing managers. Sequential promotions. Starting as a product manager overseeing two frame relay product lines that achieved \$1 billion in revenues, 200% of target revenues and growth from zero to 22% market share in nine months. Introduced project management and product launch processes that served as models for future projects.

Sonoma Systems, 1996 - 1997. Director, Product Marketing

Created and implemented product management and business process development with an integrated marketing function that strengthened relationships with carrier market. Orchestrated first product line launch; coached management and engineering teams in developing sales strategies to win over service providers.

Pacific Bell, 1983 – 1991.

Progressed to product manager from earlier positions as intelligent network program manager, technical director, presidential staff planner, marketing systems analyst, organizational development consultant, and field operations supervisor.

U. S. Air Force, 1979 - 1983. Missile Crew Commander

Commissioned as a Deputy Commander, promoted to Crew Commander of Titan II missile launch facility in the Strategic Air Command (SAC). SAC recognition for exemplary management in a potentially lethal situation, including promotion to training staff. Honorable Discharge as First Lieutenant, subsequent promotion to Captain rank with inactive reserves.

III. Community Involvement

Boards of Directors

San Angelo Performing Arts Coalition, 2016 – present. Board Secretary. Governance Committee chair. Finance Committee and Artistic Direction committees. Audit Committee past chair.

Be Theatre Board of Directors, 2014 – 2019. Board President
Authored the application for and led the 501 c 3 approval process to establish Be Theatre as an IRS-approved non-profit organization.

Friends of Art and Music Education (FAME) Scholarship Fund, Board of Directors, 2013 – 2019. Treasurer
Work with other FAME Board on fundraising activities. Award scholarships to deserving art, theatre, and music students at Angelo State University.

Angelo Civic Theatre, Board of Directors, 2008 – 2009. Director
Created and monitored annual operating budget, served on finance and audit committee. Chaired annual Legacy Dinner fundraiser.

San Joaquin AIDS Foundation, Board of Directors, 1988 – 1991. Treasurer Board collectively responsible for oversight of professional staff. Assisted with fundraising and strategic direction.

Mt. Whitney Area Council, Boy Scouts of America, Board of Directors 1974 – 1975.
Voting member as youth representative.

Other Interests

Community theatre volunteer 2008 - present.
Active volunteer behind the scenes and occasionally on stage. Singing, acting, directing, stage management, set construction, house management.

American Contract Bridge League (ACBL) 2010 – present. Regional Master. Aspiring duplicate bridge player.