



Mark Tonnesen

Fractional Technology Executive

About Mark

Mark Tonnesen is a highly sought-after business and technology leader with more than 25 years of experience in high-tech, security, financial services, gaming, and transportation. He has key expertise in business, technology, and organizational transformation including cloud computing, application development, contact center solutions, as well as B2B and B2C strategies. He is renowned for his ability to transform businesses, solving the most difficult business and technical challenges. His method includes identifying top priorities and goals, and then balancing the change approach with anticipated market opportunity. Mark feels that the key to success comes from the alignment of the team toward a common goal. Once everyone is unified in understanding the desired big picture KPIs, it is possible to create an environment of collaboration and communication which drives positive results. Mark is passionate about tackling new challenges. The more difficult a problem, the more excited and energized he becomes to meet the task head on.

How Mark Has Helped Businesses Optimize Performance

- **Infrastructure and organizational transformation** – Migrated the infrastructure of a leading gaming company to a “micro-cloud” structure. This new and innovative system was custom created specifically for this company and eliminated the need for common infrastructure service technologies, including virtualization and other licensed products. The newly implemented micro cloud strategy took advantage of what was already available to the company at the edge and reduced infrastructure costs by 42%, a significant savings. At the same time, the new approach increased security and agility, providing greater confidence to customers, offering increased flexibility to employees and giving the internal team the ability to be highly responsive.
- **AI integration** – Took AI integration to the next level for a major digital media company. Developed an AI chatbot application that went beyond simple search and answer capabilities to a fully integrated system where requests were executed to completion. Both customers and employees were able to utilize the AI and chatbots to not only locate information, but to complete processes and procedures that were pushed through the back end. This increased productivity in the customer service department, provided high-quality and easy self-service customer support, and reduced investments by 50% saving the company more than \$19M annually.
- **Monetization and customer retention** – Spearheaded a new strategy for a \$4.2B giant in the gaming industry to boost monetization and customer retention. Developed strategy and technology approach for microtransactions and micropayments within player marketplace, allowing players to use credits worth fractions of pennies to purchase and trade in-game items. At the end of the month the system tallied a final credit number and charged the player account. This cultivated a player community which boosted customer retention by 23% contributing to a revenue increase of \$750M.
- **Security implementation** – Was one of six private-sector leaders selected to revamp security systems for aviation travel post 9/11. Worked within the Department of Homeland Security and across all government agencies and congress. This huge undertaking meant assessing and selecting both physical security systems and software. Processes and passenger flow needed to be re-evaluated and implemented. The revamp also involved ensuring traveler privacy while tracking and identifying dangerous items, behaviors, and potential individuals. The new systems had to be implemented in 429 airports in only nine months, a monumental task which required significant scaling, planning, thorough training, and detailed management.

Expertise

Industry Experience

- Technology
- Manufacturing
- Financial Services
- Call Centers
- Enterprise Applications
- Gaming
- Security
- Transportation
- Government

Specialties

- Application Development
- IT Strategic Plans
- Contact Center Solutions
- Tech Support Solutions
- Infrastructure as a Service (IaaS)
- Cloud
- Business & Technology Transformation
- Organizational Transformation
- SaaS
- Consumer Commerce
- Supply Chain
- B2B & B2C
- Artificial Intelligence (AI)

Contact Information

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Technology Leadership Experience

- Senior Vice President, Chief Information Officer; Achieve, Tempe, AZ
- Chief Information Officer and Chief Security Officer, Neustar, San Francisco, CA
- Senior Vice President, Chief Information Officer; Electronic Arts, Redwood City, CA
- Senior Vice President, Chief Information Officer; McAfee, Sunnyvale, CA
- Vice President, Chief Information Officer; Logitech, Fremont, CA
- Vice President, WW Service Sales Operations & CA IT; Cisco Systems, San Jose, CA
- Senior Advisor, Transportation Security Administration; Department of Homeland Security, Washington, DC
- Engineer/IT Manager; Electronics for Imaging, San Mateo, CA
- Applications Development Managers; Pyramid Technology, San Jose, CA
- Applications Development Managers; Cypress Semiconductor, San Jose, CA

Clients and Companies Served

- Achieve
- Neustar
- Electronic Arts
- McAfee
- Logitech
- Cisco Systems
- Department of Homeland Security
- Electronics for Imaging
- Pyramid Technology
- Cypress Semiconductor

Education

- MBA – Golden Gate University
- B.S. – Marketing, Minor – Computer Science – San Jose State University