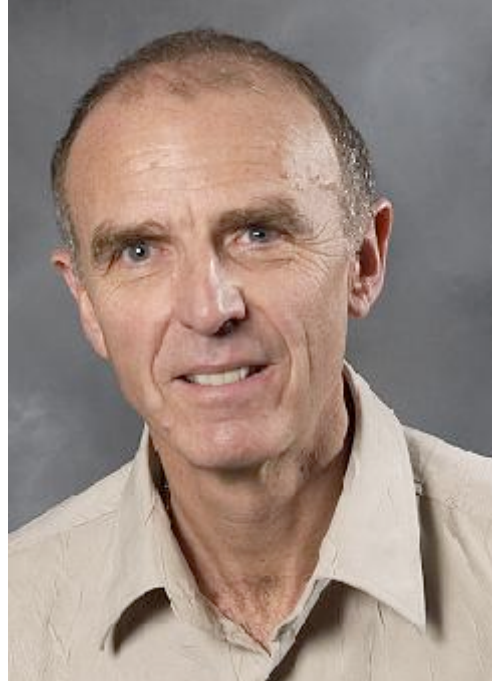


## ROBIN HORNBY PMP

### PROFILE

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Robin Hornby is an expert in information systems delivery and project management. His career extends over 35 years as delivery manager, risk manager, educator, quality manager, project manager, senior consultant, planner, systems engineer and trouble-shooter. His practical experience in project and general management is coupled with an aptitude for process development, coaching and teaching. He has an extensive background in development of project and quality methodologies, project office set up, university lecturing, seminars and workshops. He is the author of three books: *Ten Commandments of Project Management*, *Projects for Profit*, and *Commercial Project Management*.



Robin has international experience in Canada, the US, UK, Europe, Hong Kong, Australia and New Zealand, and is familiar with all aspects of software development processes, project contracting and execution, outsourcing, and management of technical staff.

### EXPERIENCE SUMMARY

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After graduating from Queens University Belfast with a degree in aeronautical engineering, and a Masters in applied science, Robin's career began with IBM United Kingdom in 1969, where he accumulated experience in simulation, engineering, shop-floor and production systems. He helped manage IBM's entry into the European electronic PABX market and rose to Senior Systems Engineer prior to his emigration to Canada in 1977.

In Canada, he joined Alberta Government Telephones (AGT) as a planner within the IS Operations Group where he managed the evaluation and successful installation of the first high volume laser print system in western Canada.

He moved to DMR Consulting in 1979 as project manager for the development of a major government tax program. When DMR expanded overseas, Robin accepted a six-month assignment in Melbourne, Australia, where he assembled a team of DMR consultants to successfully implement an on-line health insurance system. Returning to Edmonton, he managed multiple government contracts and assumed responsibilities as office development manager.

In 1987 Robin returned to Australia to help establish the Canberra and Perth offices and provide training as part of the acquisition of about 100 consultant staff into DMR through outsource agreements. He worked as a project director for significant government contracts including a multi-million dollar computer modernization program and re-systemization of the government's superannuation investment fund.

Back in Canada in 1990, Robin joined the Calgary office of DMR as a member of the management team for DMR Western Region, with responsibility for systems delivery and project profitability. Client assignments included project management and coaching, quality assurance, training, standards development, project office and outsource management. He was active on internal DMR committees to develop guides for PM competencies, methodologies for estimating, risk, and quality management, as well as DMR's ISO9000 registration initiative.

In 1995 Robin was offered the role of National Delivery Manager for Intergraph Canada. A critical preoccupation early in this period was oversight of a multi-million dollar, three-year GIS data backfile conversion project for an Ontario value-added data provider. His long-term achievements were to design and implement Intergraph's delivery management processes, project accounting interfaces, and a project office. His leadership skills contributed to on-time, on-budget project delivery throughout the company and returned the services business to profitability.

In 1997 Robin founded Tempest Management Inc. (TMI) to provide training, delivery and project management services. He continued his role with Intergraph, but was allowed the freedom to pursue wider interests, including a ten-year affiliation with Mount Royal University to teach the PMBOK® curriculum and collaborate in the development and delivery of custom courses for corporate clients.

Robin began writing in 2004 with *Ten Commandments of Project Management*, followed in 2013 by *Projects for Profit*, both self-published. In 2017 Routledge published his third book, *Commercial Project Management*. Robin has presented at conferences, including PMI International Symposia in the US and Europe, ARMA, ProjectWorld, regional PMI events, and as guest lecturer at the University of Calgary, the University of Athabasca, and various city and provincial government departments. His current focus is on writing and conducting seminars on the aspects of project management he believes are neglected – commercial practice, methodology for collaborative procurement of services, and PM leadership to achieve project quality.

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## ACHIEVEMENTS

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### **Tempest Management Inc - Director 1997 - Present**

- ◆ For a consulting company, assigned as Delivery Manager for outsourcing of the IT departments of a major gas pipeline company and an agri-business as they were integrated over a 3 year period.
- ◆ Representing a services company, assigned as vendor project manager for a Facilities Management project for major gas pipeline company.
- ◆ For a consulting company, planned and managed a Government e-business application for registration of land titles.
- ◆ For a consulting company, presented training on Project Estimating and Scheduling.
- ◆ For a major Calgary oil and gas company as PMO consultant, Robin developed procedures and training based on the PMBOK®, following up with reviews and PM coaching.
- ◆ For a services company, assigned as acting Professional Services Director and implemented a PMO and complete suite of delivery management processes.
- ◆ For a major software company, provided risk management services based on PMBOK® best practices plus a number of significant innovations, specifically the practical use of risk scoring and statistical methods. This system was subsequently productized and implemented as a complete methodology in multiple overseas locations.

- ◆ Wrote and self-published *Ten Commandments of Project Management* and has developed and presented companion seminars.
- ◆ As a senior instructor affiliated with Mount Royal University Faculty of Continuing Education, Robin taught the entire Project Management Certificate Program for 10 years.
- ◆ Acting as senior PM, contracted with clients to oversee projects including a large Integrated 911, GIS and Work Force Management system, and a large GIS replacement system, and GIS Data Conversion.
- ◆ Tailored and delivered “Success in the Services Business” training course for a London UK clinical trials software company.
- ◆ Coordinated a year-long program to upgrade PM skills for a software company.
- ◆ For a city library, Robin developed and implemented a Small Project Methodology and techniques guide.
- ◆ Wrote and self-published *Projects for Profit*, developed and presented companion seminars.
- ◆ Robin’s most recent achievement is the publishing by Routledge of his latest book *Commercial Project Management – a guide for selling and delivering professional services*.

#### **Intergraph Canada Ltd. - National Delivery Manager 1995 to 1997**

- ◆ Return to profitability for \$5M services business.
- ◆ Developed project management into business-focused services.
- ◆ Eliminated project over-run situations.
- ◆ Selection, justification, and implementation of consistent project accounting and time reporting software across the company.
- ◆ Development of resource utilization and capacity metrics, oversight of process and automation, coordination of monthly resource assessment and planning meetings.
- ◆ Management support for critical sales and project situations.
- ◆ Provided project management training to all Canadian business units to achieve culture change.
- ◆ Development and implementation of internal processes for risk management and management control of proposal submissions and projects.

#### **DMR Group Inc. (Calgary) - Director of Delivery Management 1990 to 1995**

- ◆ Profitable delivery of \$9M regional project portfolio.
- ◆ Implementation of regional delivery processes, overseeing of project managers, liaison between projects and Finance.
- ◆ Partner in the management team for resources, sales, professional practice, and delivery.
- ◆ Development and presentation of Quality Management seminars.
- ◆ Sustained management commitment to quality initiatives and provided mentoring.
- ◆ Authored “Quality Management Guidelines”.
- ◆ High billable utilization on client projects.
- ◆ Project manager of gas supply modeling upgrade project.
- ◆ Project manager of gas pipeline operations management system.

- ◆ Project manager of financial systems selection and implementation for a greenfields pulp mill
- ◆ Developed package implementation methods for local oil and gas company, then provided training.
- ◆ Developed project office guidelines for local oil and gas company, and provided project office services.
- ◆ Project reviews for pipeline company, agricultural cooperative, and oil and gas companies.
- ◆ Implementation of delivery management at a major outsource account for DMR Ottawa.

**DMR Group Australia Pty Ltd. - Principal Project Manager 1987 to 1990**

- ◆ Successful project delivery of a portfolio investment management system for a superannuation fund.
- ◆ Established project office for major Federal tax systems modernization project including multiple systems and applications conversion projects across all states.
- ◆ Transition of new outsource accounts and development of knowledge transfer material.
- ◆ Mentored and trained new staff in all aspects of project management.

**DMR and Associates Ltd. (Edmonton) – Principal Project Manager 1979 to 1987**

- ◆ As Project Manager, achieved smooth start-up of \$5M system for provincial tax initiative.
- ◆ Successful project manager on many other projects including systems development projects, system upgrades and conversions, technology consulting, strategic planning, and requirements analysis and design.
- ◆ Delivered seminars on Project Auditing, Structured Systems Analysis, and Project Planning.
- ◆ As Project Manager on six-month assignment to Australia, achieved recovery of \$1M health insurance project.
- ◆ As Systems Development Manager, established DMR Edmonton marketplace reputation.

**Other Key Achievements 1967 to 1977**

- ◆ At AGT (now Telus) as a Business Systems Planner, determined requirements, prepared requests for proposal, and evaluated IT systems. A major project during this period justified and implemented a leading-edge IBM 3800 printing system to achieve major savings.
- ◆ At IBM as a Senior Systems Engineer, installed first IBM 3750 PABX in the UK. Received SE Performance Awards twice, and IBM’s European Systems Research Institute award.
- ◆ At Queens University as a Researcher, awarded the RAeS Hafner Award for VTOL research.

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**GENERAL INFORMATION**

---- EDUCATION ----

Master of Science (Applied Science) Queens University Belfast, Northern Ireland 1968  
 Bachelor of Science (Aeronautical Engineering) Queens University Belfast, N. Ireland 1966

---- MEMBERSHIPS ----

Member of Project Management Institute (PMI)  
 Certified as a Project Management Professional (PMP)

Member of the Canadian Information Processing Society (CIPS)

Holder of the CIPS Information System Professional (ISP) Designation Ret'd

Member of the Australian Computer Society (ACS) Ret'd

Member of the Royal Aeronautical Society (RAeS)

---- **PROFESSIONAL DEVELOPMENT** ----

Seminar Leader, Trainer, Author

Co-Chair of the CIPS Calgary Project Management Special Interest Group 1995 - 1999

Board member CIPS Edmonton, PMI SAC, and PMI Quality Group

Conference Presenter PMI Calgary 1993 (Quality Management)

Conference Presenter PMI Calgary 1996 (Engineering Methods in IT)

Conference Presenter PMI Houston 2000 (Enterprise Project Management)

Conference Presenter PMI Nashville 2001 (Flexibility in Project Management)

Conference Presenter ProjectWorld Ottawa 2001 (Seven Habits of Effective Delivery Organizations)

Conference Presenter PMI San Antonio 2002 (PMBOM! – A Guide to the Project Management Body of Mistakes)

Conference Presenter PMI Den Haag 2003 (Journey to the Ten Commandments of Project Management)

Conference Presenter GITA 2003 (Ten Commandments of Project Management)

Keynote Presenter Alberta Agriculture PM Community 2006 (Ten Commandments of Project Management)

Recipient PMISAC 2005 Project Management Literature Award

Nominee PMISAC 2005 Project Management Distinguished Contribution Award

Conference Workshop Presenter CIPS Informatics 2006

Conference Seminar Presenter PMI Nova Scotia 2007

Seminar Presenter CIPS PMSIG Calgary 2010

Conference Presenter ProjectWorld Vancouver 2010 (A New Risk Model)

Conference Presenter PMISAC Calgary 2013 (GEMS from the World of Commercial PM)

Conference Presenter ProjectWorld Vancouver 2014 (GEMS from the World of Commercial PM)

Conference Presenter PMI Global Orlando 2015 (Happy Ever After in the Marketplace)

Conference Presenter ProjectWorld Vancouver 2016 (The Rise and Fall of Quality)

Conference Presenter PMI Global Chicago 2017 (Reclaim your Quality Leadership Role)

Conference Presenter PMISAC Calgary 2017 (How to Manage a High-Quality Project, Inside the Business of Projects)