

Robel Gugsa

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EXECUTIVE SUMMARY

Chief Executive with two decades of comprehensive success and rapid career growth in Technology and Operations, full leadership responsibility, and accountability for a \$200M+ global organization.

Enthusiastic about driving growth through a data-driven mindset (e.g., non-conventional marketing revenue streams at FCTI), leading people with open, transparent, accountable culture, and helping companies realize their full potential. A strong advocate of cultivating cross-functional, global insights and leading high-impact teams to solve complex business challenges, such as managing and operationalizing 12,000+ ATMs across the United States.

Has actively built a personal brand as a leader who is laser-focused on cost optimization and process efficiency and a firm believer in re-investing savings into organizations to develop and grow new, innovative revenue streams. Well-acquainted with strategic partnerships to develop business solutions that enable organizations to flourish in profitability.

A highly strategic, astute, and empathetic leader with a strong commitment to inspire connection and deliver value. An executive proponent of employee mentoring and empowering colleagues to identify their unique motivation/needs and providing appropriate training to instill company culture, translate values into action and apply best practices for effective change management.

AREAS OF EXPERTISE

Planning & Strategy | New Business Growth | Operations Excellence | Process Optimization | Change Management | Business Transformation | Digital Transformation | Financial Leadership | Product Marketing | Strategic Partnerships | Customer Acquisition & Retention | Market & Consumer Research | Measurement | Return on Investment | Mergers & Acquisitions | Fund-raising | Entrepreneurship | Sustainability

PROFESSIONAL EXPERIENCE – HIGHLIGHTS

Chief Executive Officer – FCTI Inc, Los Angeles, CA

2016 – 2021

- Spearheaded and led an organization that owns and operates 12,000 Automated Teller Machines (ATMs) in the United States; accountable to Board of Directors and parent company (Seven-Bank, Japan) on planning and delivering strategic priorities of FCTI and global planning in Indonesia and Philippines.
- Led organization to topline growth of \$210M from \$77M over five years and grew new revenue streams; exceeded targets by achieving \$30M profitability from a historical loss of \$20M.
- Increased ATM transaction revenue by \$5M per year through innovative revenue streams to boost customer transactions and enhance engagement to drive revenue growth, e.g., digital advertising service.
- Identified operational inefficiencies and inaccuracies in ATM management due to legacy systems and processes; instituted methodology and technology to track performance levels, SLA adherence, vendor management; and coordinated operations between four offices throughout the US.

- Implemented operational efficiencies and reduced COGS by \$25M and OpEx by \$5M and sold unprofitable ATM portfolio
- Rationalized costs by right-sizing labor requirements and reduced ATM cash residual rate (% cash return) to 23% from 55% by optimizing cash forecasting using AI/ML and reducing cash in-transit to three days from 5.5 days, resulting in \$3M of savings.
- Established Customer Service call center with cloud-based systems and operation and decreased data center cost by merging 4 data centers and backup sites into a hybrid model.
- Funded a \$3.4M strategic investment for an internal fintech banking startup to service the underbanked and financially underserved demographics.
- Broadened the people & culture team to include leadership assessments, culture shaping, and leadership development to build diverse, equitable, and inclusive culture to help achieve a higher level of performance.

Chief Technology Officer – FCTI Inc, Los Angeles, CA

2013 – 2019

- Defined and executed the technology strategy and innovation process in collaboration with the Leadership Team, expanding the technology team to support FCTI's long-term growth objectives.
- Deployed and operated 8,500 new ATMs across the country within six months; identified and partnered with the appropriate vendor to support and scale this endeavor across the various geographical segments.
- Adopted expertise in launching large-scale operations, defining key success factors such as improved customer service, ATM uptime, transaction/cash forecasting, time-to-market, reduced SW complexity, and implemented real-time data required for scaling and improving operations.
- Consolidated infrastructure, re-design, availability, and performance using cloud computing services and other emerging technologies such as IoT, AI/ML, and data analytics.
- Led IT organization to develop SDLC process and identify risks, best practices, security options, scalability, and delivery excellence from inception, design, development, QA, support, and release.

Co-Founder / Chief Technology Officer – Select-A-Branch Network, King of Prussia, PA

2006 – 2013

- Built an organization that developed an ATM software platform to enable multiple financial institutions to simultaneously deliver their respective bank's user interface, marketing, and branding.
- Raised \$5M in startup capital, utilizing funding to develop and roll out a software platform on 3,000 ATMs across the United States.
- Led technology team that built core application and the development of intellectual property software platform from inception.
- Drafted, applied, and secured a patent for SAB network technology, developing technology from concept to market-ready product, closing paid business deals before the official product launch
- Spearheaded execution of platform roll-out needed to operate all ATMs; secured multimillion-dollar exit with FCTI in 2013.

EDUCATION & AFFILIATIONS

Master of Science, Technology Education – Stevens Institute of Technology - Hoboken, NJ

Bachelor of Science, Electrical Engineering & Computer Science – NYU Polytechnic, New York, NY