

Mark Fernandes (ICD.D)

Executive Summary

A “C-Level” Executive & Board member that has worked in multiple industries including software, energy & utilities, telecom and hi-tech. Public and Private sector experience building transformative Digital Strategies that improve customer experience, increase revenue and productivity and reduce costs.

A Highly energetic, passionate and results driven leader with a track record of building business alignment through carefully cultivated relationships with the leadership team and an understanding of their strategic initiatives. A people leader that has built culture and global teams in multiple industries.

A leader with a strong spirit of entrepreneurship who has transformed IT into a “Value” based organization that contributes to EBIDTA. Recently started two new businesses in the Telecom and District Utility spaces. Currently serve on two boards.

Areas of Expertise

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| ▪ Digital Strategy & Devops | ▪ Business Transformation |
| ▪ Customer Experience Strategy | ▪ Vendor Management/Outsourcing |
| ▪ IT/OT/Cloud Infrastructure/ Systems | ▪ Data Center Management |
| ▪ Data/AI and Machine Learning | ▪ Cybersecurity |
| ▪ M&A and Restructuring | ▪ Talent Management & Workforce Planning |
| ▪ Systems Integration & Service Delivery | ▪ Change Management |
| ▪ Budgeting and Forecasting | ▪ Project & Program Management |
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Professional Experience

HYDRO OTTAWA LTD

Chief Information & Technology Officer (CIO)

Sep 2014 onwards

As a part of the executive team responsible for the digital transformation of the company whilst running mission critical systems & programs. This includes setting short and long term objectives and establishing overall priorities to meet the strategic technology needs of the business.

Accomplishments

- Developed and executed on a five year Digital strategy & roadmap that has positioned Hydro Ottawa as an industry leader in customer experience.
- Led the Customer Experience Strategy with the CCO to enhance customer experience touchpoints through digital platforms. Launched first native mobile app & Smart Speaker system for customers. Launched Generative AI platform and framework.
- Matured the organizations Cybersecurity posture by introducing and developing the NIST framework. Aligned reporting and risk with Board of Directors. Report quarterly to the board.
- Developed Business Continuity plans to support key business requirements as the utility to the nation's capital.

- Delivered on key multi-million dollar projects such as Billing Systems, ERP, Content Management systems, CRM, SCADA and IT data center.
- Streamlined operating costs through re-negotiating IT contracts. Realized 10% savings on Operational budget within first year.
- Migrated over 50% of HO's system infrastructure to the cloud realizing cost savings and operational efficiencies.
- Spearheaded IT & OT Convergence and co-developed a Grid Modernization Strategy
- Re-structured team introduced new talent, championed change that has fostered a sense of innovation and has changed the culture in IT. Moved the dial from 100% operations to 50% operations and 50% Innovation.
- Participated at industry and technology conferences as a speaker. Member of ETNO an industry group hosted by IESO that presented multiple white papers to the MOE on the Energy Transition.
- Founding member of the Smart City task force in Ottawa. Brought together fifty business leaders across the city to develop a Smart City Playbook
- Led joint venture to create a Net Zero District Utility company in Ottawa.
- Founder of Hiboo Networks a start-up Telecom for Hydro Ottawa

HIBOO NETWORKS (A telecom affiliate of Hydro Ottawa)

Executive Vice President (EVP)

July 2020 onwards

Responsible for starting up [Hiboo Networks](#) a telecom company for Hydro Ottawa. This was in concurrence with my role as CIO.

Accomplishments

- Developed Go to Market Strategy & Business Plan to start up business
- Worked with Finance to develop the financial business case, Equity Requirements, Pro-Forma P&L, Net Income Projections, Capital Requirements and IRR
- Conducted an RFP to choose Technology platforms to create a state of the art Carrier level network with six- nine performance
- Built the Hiboo team and culture ground up. Hired Employees, Determined Pay Scales & Benefits, and Built Incentive Plans.
- Oversee Product Development and launch including pricing strategy.
- Built phase one of the digital strategy to create a distinguished customer experience in the telecom industry.
- Hired a General Manager to oversee the business on a day to day basis.

COREL CORPORATION

EVP of IT & CIO

Dec 2011 – Aug 2014

As a part of the executive team (EMT) responsible for all aspects of Corel's Global Information Technology services and strategy.

- Built and executed on the overall digital strategy and technology roadmaps for the company.
- M&A - Led an IT team through five acquisitions to ensure smooth integration of systems, processes and employees across all acquired companies. Realized 30% cost savings by streamlining IT staff, services and contracts.

- Co-led Business Transformation across multiple divisions of Corel to realize efficiencies across the organization.
- Developed an Off-Shoring strategy (Project Everest) to reduce costs by 50%. Created centers of excellence in Canada, Taipei and India.
- Developed an “IT is a fun place to work” strategy with the IT management team that has led to a low attrition rate (2%)
- Developed and executed a cloud infrastructure strategy that has enabled the Company to introduce new subscription revenue models. Forecasted revenue for year one was \$4M
- Implemented a state of the art ecommerce platform that supported \$30M + in revenues.
- Implemented a World class ERP system that has enhanced financial reporting and Analysis as well as introduced best practice business process and controls to meet SOX requirements.
- Implemented a state of the Art Data Center on time and under budget realizing a \$1M upside to EBIDTA.

COREL CORPORATION (Multiple Positions)

Senior Director Global IT	Jan 2010 – Dec 2011
Director of Global Business Applications	Sep 2008 – Dec 2009
Senior Manager Business Applications	Aug 2007 – Aug 2008

[Experience prior to 2008 available on request](#)

Board Experience

2018 Onwards

Chair of the Board - Zibi Community Utility (ZCU) – A Private Public Joint Venture between Hydro Ottawa, Dream Developments and Theia partners to create a landmark District Thermal Utility at the Chaudière Island.

2021 Onwards

Member – IT Committee of the board – University of Ottawa Heart Institute. – Advise on all matters Digital Strategy & Cybersecurity.

Education and Professional Development

- Board of Directors Certification – ICD.D – Rothman School of Management Toronto
 - PMP Certified (Project Management Professional – PMI)
 - Bachelor of Arts – Major in Commerce and Sociology
 - Diploma in Information Technology - Information Technology Institute Ottawa
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