

Laura Kew - CSAM, CHAMP

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ASSET MANAGEMENT BUSINESS ANALYST

Information Technology professional with demonstrated experience providing leadership and cultivating robust relationships with clients and business affiliates in the telecommunications industry. Leverages an in-depth comprehension of the key stakeholders, processes, and technological requirements necessary to execute an effective service delivery strategy. Proficient managing IT software and hardware assets, pinpointing the root cause of problems, and transforming intricate processes into comprehensible and actionable measures. Areas of expertise include:

IT Asset Management | Software Optimization Strategies | VMware & IBM Compliance Mgmt. | Leading Teams | Process Improvement Strategy | Building Relationships | License Metrics/Compliance | Cost Management

Employment History

- **AT&T - Lead Tech/Supervisor - Business Management 10/2020 - 8/2024**
- Software asset management including license metrics for IBM, Oracle, VMware/Broadcom, Microsoft and many others.
- Developed and handled the software compliance role for several contracts valued up to \$500M.
- Responsible for managing third party vendor compliance functions specific to IBM's Authorized SAM Provider ("IASP") Program, saving the company \$100M+.
- Worked closely with SAMs and Contract Managers to determine licensing positions, contract analysis and portal issues.
- Directed a team to detect problems and enhance our Technology Strategies & Standards process reducing processing time by 45 days.
- Served as the department's specialist (SME) in transitioning procurement, Technology Strategies and Standards, and software delivery processes into ServiceNow.
- Implemented FlexeraOne asset management system, including entitlement & discovery.

- **AT&T - Supervisor I/T - Software Delivery, Compliance and Optimization 7/2018 - 10/2020**
- Key team member evaluating company-wide spend to reduce software sprawl. Avoided additional software spend averaging \$100M per year.
- Consistently reduced existing software expense budget by 20% year over year through software optimization programs.
- Created training materials for Enterprise Level Software Ordering process.
- Supervised a team of 2 geographically diverse employees who managed software downloads and delivery to over 200,000 employees and contractors.

- **AT&T - Supervisor I/T - Desktop Ordering 4/2015 - 7/2018**
- Supervised a team of 12 geographically diverse employees who managed hardware delivery to over 200,000 employees and contractors.
- Responsible for all escalations and bottlenecks to my team's processes. Improved processes to reduce these issues.
- Directed a group of experienced leaders in an annual disaster recovery exercise. This role encompassed the creation and guidance for various disaster recovery scenarios.

EDUCATION | CERTIFICATION | PROFESSIONAL LICENSES

Bachelor of Science, Biology

Western Illinois University, Macomb, IL

Associate (2), Business & Science

Moraine Valley Community College, Palos Hills, IL

- **IAITAM Certified Software Asset Manager (CSAM)**
- **IAITAM Certified Hardware Asset Manager Professional (CHAMP)**
- **Azure Foundations Certification**

TOOLS & TECHNICAL PROFICIENCIES

ServiceNow Appl Dev Fundamentals | PowerBi | Global Software Export Requirements |
VMware Overview | ServiceNow SAM Module | Learning VMware vSphere | ServiceNow
Discovery Fundamentals | Azure Fundamentals

AWARDS, ACCREDITATIONS, MEMBERSHIPS

- Toastmasters International - Competent Toastmaster - Silver
- Toastmasters International - Competent Leadership Award
- Excellence In Leadership (2x) - Rainbow Council - Scouts BSA (Boy Scouts of America)
- Diversity, Equity & Inclusion Committee - Rainbow Council - Scouts BSA
- AT&T Illinois Pioneer Board Member - Pioneer Manager

