

Peter Hsu

26 Alma Street, San Francisco, CA 94117
(510) 326-4552
ph180a@att.com

EXPERIENCE

- 2013 – present **Director, Strategy & Pricing – AT&T Consumer Insights & Big Data** Atlanta, GA
Lead a team responsible for charting strategy and determining pricing within AT&T's Consumer Insights Platform, a new effort to externally monetize what AT&T knows about its customers.
- 2013 **Client Solutions Executive – AT&T Signature Client Group** San Francisco, CA
Lead business development and customer opportunity analysis for difficult to penetrate solution sets, including cloud, machine to machine (M2M), and Big Data sales to Fortune 400 customers.
- 2012 – 2013 **Sr. Market Development Manager – AT&T Global Business Solutions** San Francisco, CA
Strategy and business development; focused on new market entry, inorganic growth, portfolio rationalization, and medium term strategic opportunities and partnerships.
- Developed Big Data use case for monetizing location and demographic information, approved by corporate officers. Charted strategy for new business solutions VP org.
 - End to end analysis of AT&T's Machine to Machine (M2M) business and market opportunity; conducted capabilities assessment and fed partner development efforts.
- 2011 – 2012 **Manager, Customer Service – AT&T Advertising Solutions** San Francisco, CA
Inspiring my unionized team to deliver excellent service while maintaining high productivity.
- 2007 – 2010 **Sr. Program Manager (Lieutenant) – U. S. Coast Guard, Surface Forces Logistics Center** Oakland, CA
Availability Project Manager (Lieutenant junior grade) – U. S. Coast Guard, Maintenance & Logistics Command, Pacific
Promoted from Availability Project Manager. Managed two project managers and a \$25M maintenance budget for a fleet of 12 internationally deploying Coast Guard cutters; responsible for planning and overseeing all international and domestic high value (>\$100k) repair actions.
- Oversaw and directed substantial improvements in contracting strategy, saving over \$1.2M. Responsible for marketing engineering and contracting best practices to the fleet.
 - Led team during organizational transformation; maintained service to the fleet and established new norms and metrics during time of major upheaval and reorganization.
- 2005 – 2007 **Assistant Engineer Officer, etc. (Lieutenant junior grade, Ensign)** Alameda, CA
U. S. Coast Guard, USCGC MORGENTHAU
Positions included: Assistant Engineer Officer, supervising 45 personnel; Auxiliary Officer, supervising a 15 person team; and Electrical Officer, supervising a six person team.
- Let the ship-wide Damage Control Training Team, earning the prestigious Battle "E" award.
 - Raised preventative maintenance task completion rates from 70% to 95%.

EDUCATION

- Master of Business Administration** – graduated magna cum laude 2011
University of California, Berkeley – Haas School of Business
Berkeley, CA
- B. S., Electrical Engineering and Computer Science** – graduated with honors 2005
United States Coast Guard Academy
New London, CT

ACTIVITIES

- Three year participant in the National Security Agency's Cyber Defense Exercise ('03-'05).
- Avid skier and rock climber; participant in a 2012 recreational bouldering competition.