

## CURRICULUM VITAE

### PERSONAL INFORMATION

Name **POLÁK, Jiří**  
Nationality **Czech**  
Date of birth **September 8, 1953**

### SUMMARY

Major fields of expertise Mr. Polak has got expert knowledge from the area of security politics, value operating, telecommunication, media, hi-technology and processes, technologies, strategies of public sector.

### CAREER HISTORY

<b>Employer</b>	<b>Association For Information Society (SPIS)</b>
Position	the president of SPIS
Dates	2006 – to date
<b>Employer</b>	<b>Czech Association of Chief Information Officers (CACIO)</b>
Occupation	one of founder member of CACIO
Dates	1998 – to date
<b>Employer</b>	<b>Deloitte - regional company Deloitte Central Europe</b>
Occupation or position held	controlling partner for telecommunication, media and technology (TMT)
Dates	2004
<b>Employer</b>	<b>Deloitte</b>
Position	partner in charge for Czech and Slovak consulting
Dates	2004
<b>Employer</b>	<b>Deloitte</b>
Position	partner for consultancy services for Czech and Slovak offices of Deloitte
Dates	1998
<b>Employer</b>	<b>Deloitte &amp; Touch (now Deloitte)</b>
Main activities and responsibilities	international consultancy and auditing company
Dates	1992 - 1997

### RELEVANT PROFESSIONAL EXPERIENCE

**Names of the projects**

- Project Management Training, Wireless Operator (Radio Mobil) - This project was organized as a one-and-a-half-day, offsite workshop with the firm's directors followed by discussions with the workshop participants
- IS/IT Strategy Review, Wireless Operator (888-46 Radio Mobil) – Follow-up of the IT Strategy performed in 1998
- Development of Best Practice Processes for a Software Development House, Wireless Operator (Radio Mobil) - Radio Mobil decided to improve quality of its internal software development process and its outputs
- Customer and partners procedures, Internet services, Czech Republic, Wireline Telecommunication Operator
- VAT application for Media in the Czech republic

- Assistance with billing system implementation for content, data and all other services of a mobile operator
- Reporting and financial planning for a mobile operator
- Benchmarking of specific customer related cost (several wireline operators in the US)
- Process and management improvement program (fix line operator in the US)
- Regularity telecommunication environment set up (Hungary)
- Operational Strategy for major fix line operator (Cesky Telecom)
- Sales and Marketing process (for key accounts management) design for a major fix line operator (Cesky Telecom)
- Business case development for the key account of a Telco operator (Cesky Telecom)
- Service center on pan European basis (T-Mobile International; including activities in UK, Netherlands, Austria, Germany, Czech republic)
- Financial reporting and planning for a major mobile operator (Czech republic)
- Process development for Radio broadcaster
- Taxation for Media companies strategy and euro pen level discussion,
- Implementation of processes for customer order processing for Internet and voice services, Czech Republic, Wireline Telecommunication Operator (Aliatel)
- Interconnection Charges, Czech Republic, Association of Telco Operators (APVTS) - Conducted four workshops, including qualification of regulatory framework for interconnection in the Czech Republic in compliance with the EU telecommunications market, review of costing models for application in the Czech Republic, methods for interconnection charge (fee) determination in Czech Republic telecommunications market conditions, and a framework of new services in compliance with networks interconnection
- Selection of midrange financial Information Systems (IS) in the Czech Republic, New Telecommunications Entrant (Contactel)
- Scoping of Customer Product Profitability Implementation, Czech Republic, New Telecommunications Entrant (Contactel) - Delivered a scoping document for a full customer and product profitability implementation
- Financial Process Reengineering, Czech Republic, Major Television Company (Ceska Televize) - Conducted a financial process reengineering and controlled its implementation for the major television company
- Program and Change Leadership Project, Czech Republic, Major Television Company (Ceska Televize) - This project was related to the above-listed engagement in reengineering of the client's financial processes. Targets of the project were defined as program/project management setup, change management basic framework definition, transfer of project management, and change leadership skills to the client's employees. The project met the client's expectations
- SAP Implementation Assistance, Czech Republic, Major Television Company (Ceska Televize) - Provided assistance in the process of implementing SAP financial and logistics modules. Assisted the client's project manager in negotiations with SAP. As part of the client's team, helped the client to solve problems inside the company
- Operational Support System (OSS), Czech Republic, Major Telecommunications Company (Ceske Radiokomunikace, a.s.) - Assessed the purchase of a replacement OSS to be purchased from a world-class telecommunications vendor
- Y2K Project, Czech Republic, Telecommunications Service Provider (Ceske Radiokomunikace, a.s.) - Used ARDES2k (Data Dimension) to solve the Year 2000 problem. According to this methodology, the Year 2000 issue was divided into the following four major categories:
  - Czech Republic, Major Telecommunications Company (Cesky Telecom, a.s.) - Provided communication infrastructure services to public administration information systems
  - VBM Model, Czech Republic, Major Telecommunications Services Provider (Ceske Radiokomunikace, a.s.) - Developed the client value-based management (VBM) model and identified value drivers. These outputs were part of the first phase of VBM implementation

- Business Process Reengineering, Czech Republic, Major Telecommunications Services Provider (Ceske Radiokomunikace, a.s.) - Assisted a large telecommunications network operator with reengineering of selected business processes. The engagement focused on the areas of marketing, sales, operations, human resources, finance, and maintenance. During the project all relevant processes were mapped and evaluated. A summary of the new or modified processes was developed and detailed descriptions of those processes were prepared
- Financial Reengineering, Czech Republic, Major Telecommunication Services Provider (Ceske Radiokomunikace, a.s.) - Provided a reengineering of the company's financial process. The major focus of the project was annual planning, centralization of controlling function, and reporting
- Information Technology (IT) Security Review and Security Policy Implementation, Czech Republic, Major Telecommunications Services Provider (Ceske Radiokomunikace, a.s.) - Performed a complex IT security review for the client. Based on the review's findings, continued with a detailed review of SAP R/3. In addition, developed the Information Security Policy and, from 1998 through 2000, assisted the client in implementing the security policy, which included development of internal procedures related to the information security, as well as selection and implementation of technology improving the IT security
- Strategic Marketing, Czech Republic, Major Telecommunications Services Provider (Ceske Radiokomunikace, a.s.) - Assisted with research and analysis of the key trends that shape the competitive environment in data communications and broadcasting, both globally and in the Czech Republic
- Advice on Selection of Foreign Partner, Czech Republic, Telecommunication Service Provider (Ceske Radiokomunikace, a.s.)
- Design and Preparation of Cost and Calculation Model for Regulatory Accounting, Czech Republic, Mobile Operator, (Cesky Mobil/Oskar)
- Universal Services - Strategy, Telecommunications Company (Cesky Telecom)
- IT Strategy, Macedonia, Major Telecommunications Operator, (Macedonski Telekomunikacii) - Won the international account for the client's IT strategy
- Process Optimization, Czech Republic, Wireline Operator (RadioMobil, a.s.) - Assisted a wireline operator in the Czech Republic with modification of IT business processes. The objective of the engagement was to optimize communication and cooperation between the IT function and the rest of the organization
- Allocation of Costs, Revenue, and Capital Employed for Regulatory Purposes, Czech Republic, Wireline Operator (RadioMobil) - Delivered the methodology for costs, revenues, and capital employed allocation for regulatory purposes. The methodology also covers the calculation of interconnection costs. Each telecommunications operator in the Czech Republic must have experience with this methodology according to the Czech telecommunication law
- Start-up of Wireline Business Operation, Czech Republic, Wireline Operator (RadioMobil, a.s.) - Principal advisor of all aspects of business operations for this company. The most significant assignments among more 30 individual projects conducted were:
  - Strategy and Business Plan Development, Czech Republic, New Telecommunications Entrant (Contactel) - Assisted in setting a strategic direction and developed supporting business plans for a new Czech telecommunications operator. During the course of this work, external assessments of the mobile, voice, Internet, and data markets were performed resulting in the development of specific initiatives and the creation of an organizational framework to facilitate the implementation of the strategy
  - Shop Procedures, Czech Republic, Wireline Operator (RadioMobil) - Assisted client with procedure mapping, procedure handbook preparation, and training of its staff
  - IT Strategy Preparation, Czech Republic, Wireline Operator (RadioMobil)
  - IT Process Optimization, Czech Republic, Wireline Operator (RadioMobil, a.s.) - Assisted a Wireline operator in the Czech Republic with modification of IT business processes. The objective of the engagement was to optimize communication and cooperation between the IT function and the rest of the organization

- Financial analysis and review, Slovakia, TV broadcasting company (Slovenska Televizia)
- Study and business case development (SPT Telecom)
- BNS organization structure (SPT Telecom)
- Establishing an Enterprise for Digital TV in the Czech Republic, Major European Telecommunications Operator (Telenor, Oslo)
- IT Selection Assistance, New Telecommunications Entrant (Contactel) - The target of this project was to make selection of midrange ERP systems that were potentially available on the Czech market
- IS/IT Strategy, Major Czech Bank (Ceská Spořitelna) - Developed IS/IT strategy
- Leading of Structural Changes, Public Television Company (Ceská televize) - Provided assistance for the television company in Phase I under the Structural Change Management Program
- Office System, Major Telecommunications Services (Ceské radiokomunikace) - Analyzed client's needs and prepared solutions for e-mail, faxing with fax server, dynamic intranet with distributed content contribution, and secure connection to the Internet
- Rationalization of Process Model - Call Center Concept, Gas Distribution Company (Jihomoravská plynárenská) - Predicted organizational aspects of a future call center
- IT Strategy, Railway Operator (Latvian Railway) - Verified the IT Concept for this client, which comprises consideration of the needs of the reorganized IS business, compares these needs with the actual and proposed IT support, and establishes the shortfalls of the concept
- IS/IT Strategy, Macedonian Telecommunications Company (Makedonski Telekomunikacii) - Makedonski Telekomunikacii (MT) is the dominant telecommunications services provider in the fixed, mobile, data, and Internet service markets in the Republic of Macedonia. MT's transformation program and restructuring activities were realized by effective IT initiatives
- IS Implementation, Major Open Pit Mining Company (Mostecká uhelná společnost) - The project consisted of the following phases: IS/IT strategy, IS/IT selection, contract negotiation with two potential software suppliers, and IS implementation
- Help Desk Benchmarking, Electricity Distribution Company (Severomoravská Energetika) - Project summarized help desk best practices. Typical activities were shown graphically in the form of a process model
- IS Strategy, Major Slovak Ironworks (Zeleziarne Podbrezova)

## EDUCATION AND TRAINING

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| <ul style="list-style-type: none"> <li>• Name and type of organization providing education and training <ul style="list-style-type: none"> <li>• Title of qualification awarded</li> </ul> </li> </ul> | <p><b>Czech University of Technology (the Faculty of electrotechnic), Prague (Czech Republic)</b><br/> <b>CSc., Computer Science - Ph.D.</b></p> |
| <ul style="list-style-type: none"> <li>• Name and type of organization providing education and training <ul style="list-style-type: none"> <li>• Title of qualification awarded</li> </ul> </li> </ul> | <p><b>Czech University of Technology (the Faculty of electrotechnic), Prague (Czech Republic)</b><br/> <b>Ing. Computing – (Master)</b></p>      |
| <ul style="list-style-type: none"> <li>• Dates (from – to)</li> </ul>  | <p>November 2004</p>   |
| <ul style="list-style-type: none"> <li>• Name and type of organisation providing education and training</li> </ul>   | <p><b>IMD Switzerland</b></p>  |
| <ul style="list-style-type: none"> <li>• Principal subjects/occupational skills covered</li> </ul>   | <p>The Business Leader Program</p>   |
| <ul style="list-style-type: none"> <li>• Dates (from – to)</li> </ul>  | <p>September 1999</p>  |
| <ul style="list-style-type: none"> <li>• Name and type of organisation providing education and training</li> </ul>   | <p><b>IMD Switzerland</b></p>  |

- Principal subjects/occupational skills covered

The Business Marketing Program

- Name and type of organisation providing education and training

**Deloitte Global TMT Program**

- Principal subjects/occupational skills covered

Several courses on IT methodologies and Systems – e.g. SAP, Peoplesoft, MFG/PRO, Siebel

**PERSONAL SKILLS  
AND COMPETENCES**

**Language Skills**

English	Fluent
Slovak	Fluent
Polish	Moderate
Russian	Moderate
German	Basic

**ADDITIONAL INFORMATION**

SELECTED PUBLICATIONS:

List of Publications - To be deliver upon Request.