



HUNTSINGER ASSOCIATES
MANAGEMENT CONSULTANTS

Strategy | Business Planning | Customer Operations



Richard Huntsinger

Richard Huntsinger is a Fortune 500 customer operations executive, management consultant, and business professor with broad international experience in enterprise technology companies leading strategy, business planning, business process improvement, and outsourcing management across worldwide sales, marketing, customer service, and product innovation operations. Richard currently serves as Managing Partner of Huntsinger Associates, where he is responsible for business development and service delivery to clients such as Hewlett-Packard, IBM, Hitachi Data Systems, Business Objects, and Align Technology. Richard lectures at the Haas School of Business, University of California, Berkeley, on international business and management science.

Richard's consulting practice centers around data-intensive process and financial modeling applied to a variety of client situations. Recent engagements have spanned strategic alignment, annual business planning, marketing metrics management, sales force optimization, ROI analysis, new product introduction, product quality process, pilot program management, and re-organization for profitability.

Richard served several years at Hewlett-Packard in various executive positions and consulting engagements, overseeing worldwide business planning, marketing operations, and service operations for large outsourcing business customers and 70 million consumer electronics customers. There he led strategic initiatives to automate operations management of the HP/Inria joint venture and Hewlett-Packard's \$1 billion outsourcing business, which grew at double the industry average rate during his tenure. He also led several enterprise-wide CRM initiatives to simultaneously improve customer loyalty, service levels, and operating cost-to-serve. His program portfolio included transformation of HP.com Customer Care to a high-transaction-volume software-as-a-service model, transformation of call center operations to a follow-the-sun multi-channel customer sales and service model, the world's largest PeopleSoft CRM system implementation, the Hewlett-Packard/Compaq post-merger CRM integration, and various 1-to-1 marketing programs. Earlier, Richard led development and market introduction of several software-as-a-service, business software, computer hardware, and medical device products across well-known Fortune 500, mid-size, and start-up companies.

Richard has an MBA from University of California, Berkeley and Columbia University, New York, where he graduated with honors in the dual degree program. He has a BSc and MSc in Computer Science from California State University, Chico, where he graduated with Upsilon Pi Epsilon honors, and conducted additional post-graduate research in Computer Science at IBM Los Angeles Scientific Center and University of California, Los Angeles. He is an ASQ Certified Six Sigma Black Belt.