

Steven M. McNally

Enterprise Business Systems Leader | CRM & Digital Transformation | U.S. Air Force Veteran
Leominster, MA
978.376.3593
stevenmcnally_@hotmail.com
LinkedIn: <http://linkedin.com/in/steve-mcnally-5427b159>

Executive Profile

Enterprise Business Systems Leader with 16+ years guiding CRM modernization, system consolidation, and compliance-focused transformation initiatives across government and regulated industries. Experienced in leading cross-functional teams while personally driving requirements definition, data migration, cost modeling, and governance frameworks. Recognized for disciplined execution, operational stability, and delivering scalable enterprise platforms aligned to organizational objectives.

Enterprise Leadership Strengths

- Enterprise CRM Strategy & Roadmapping
- System Consolidation & Integration (Multi-Platform Environments)
- Regulatory & Compliance Governance (SOX, Security Controls)
- Cost Modeling & Proposal Estimation (\$50K–\$6M Initiatives)
- Agile Program Facilitation & Backlog Governance
- Executive Stakeholder Alignment
- Data Migration & Field-Level Architecture
- Operational Risk Management

Professional Experience

Independent Project & Systems Consultant | 2015–Present

- Delivered structured project management and vendor oversight services
- Managed budgeting, scheduling, and compliance coordination
- Continued professional development in CRM administration and enterprise systems
- Maintained structured progression toward Salesforce Administration and CBAP certification

Monster Government Solutions | Senior Business Analyst | 2014–2015

- Led enterprise cost modeling for government proposals ranging from \$50K to \$6M

- Facilitated cross-functional estimation sessions with senior leadership and technical teams
- Directed large-scale data conversion workshops mapping 2,000+ legacy fields
- Contributed to division-wide security governance documentation
- Represented division in executive RFP/RFI review panels

CDC Software – Pivotal CRM | Senior Business Analyst | 2007–2009

- Selected for cross-functional “A Team” supporting complex enterprise clients
- Led consolidation of 12 customer-facing systems into unified corporate CRM platform
- Designed and implemented Business Analyst Center of Excellence model
- Facilitated executive design and requirements workshops

Centra Software | Business Systems Architect | 2000–2006

- Led global CRM implementation across divisions and international locations
- Maintained 99.98% production uptime supporting 250+ internal users
- Designed custom enterprise modules eliminating third-party systems, saving \$150K+
- Implemented SOX-compliant controls in partnership with Finance

United States Air Force | Information Management & Operations Leader

- Managed enterprise network and application infrastructure supporting 100+ systems
- Led \$3.3M modernization initiative across training facilities
- Directed multi-disciplinary teams during global deployments

United States Air Force | Combat Photojournalist

- Documented international military operations and humanitarian missions
- Produced mission-critical visual intelligence and historical documentation
- Coordinated 13–26 member deployment teams in high-pressure operational environments
- Developed advanced situational awareness and executive-level communication clarity