

## Kenneth H. Levin

Chief Technology Officer, Electronic Product Development



Kenneth Levin is an accomplished business executive whose passion is technological innovation with a focus on results. His rare cross-functional experience encompasses back office, customer relationship management, sales force automation and decision support systems. His experience extends into digital commercial/consumer product development. As an industry veteran, Ken has innovated with blue chip companies in the publishing, trucking, consumer/electronic products and quick service restaurant industries.

Ken joined Rand McNally in 1998 and as Chief Technology Officer was responsible for all back office and network operations, all product development as well as the Supply Chain and Distribution functions.

Ken's digital products represent more than 20% of the company's revenue and his Sales Force Automation, Inventory Forecasting and other related infrastructure projects have reduced operating costs by more than \$80 million.

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*Ken has been described as, "a thought leader who is constantly driving for improvement. His background in finance makes him an especially strong business partner and he is the most creative thinker; solving problems in ways most of us never consider while all the time, keeping it fun."*

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Prior to Rand McNally, Mr. Levin was Vice President of Information Technology for Arby's Restaurants. His responsibilities included the successful \$17 million implementation of new back office and restaurant Point of Sale systems.

Before joining Arby's, Ken wore many technology-related "hats" during his seven years with Taco Bell Corporation. He worked with the restaurant planning, finance, marketing and operations functions and was involved with many industry-firsts, which helped Taco Bell grow from \$1 billion to more than \$4 billion during his tenure with the company.

Mr. Levin holds a degree in accounting from California State University, Northridge, where he graduated cum laude. He has attended selected courses at the MIT Sloan School of Management. Ken lives in the Chicago area with his wife and two children.

**Find out more about Ken at [www.linkedin.com/in/kenlevin](http://www.linkedin.com/in/kenlevin)  
Contact him directly at 847.615.0509 or [khlevin@elaint.com](mailto:khlevin@elaint.com)  
[www.elaint.com](http://www.elaint.com)**