

CARLOS FRANCO

2011 Golden Bear Dr, Round Rock, TX | (512) 350-3095

PMP-certified project leader with over two decades of experience delivering complex, multi-disciplinary initiatives across sports & entertainment, education, telecom, and IT. Proven history managing capital projects up to \$10 million, consistently delivering under budget and on schedule. Expert in bridging technology deployment with project administration, managing RFIs, submittals, and vendor contracts to ensure seamless execution. Leading strategic project management efforts that foster innovation, maximize operational efficiency, and support long-term organizational growth

SKILLS:

- Executive Leadership: Strategic Planning, Financial Oversight & Budgeting, Stakeholder Management, Risk Mitigation
- Operations & Tech: Capital Project Management, Infrastructure Modernization, Vendor & Contract Negotiation
- Compliance & Standards: BIM Standards, Regulatory Compliance, PMP Methodologies

ACHIEVEMENTS:

- Directed and scaled the AT&T Wi-Fi Airport Club program across 250+ locations, generating \$2M in annual incremental revenue through strategic vendor partnerships and high-value service delivery.
- Orchestrated a \$4.7M district-wide security infrastructure modernization for 63 facilities, delivering the project 2% under budget while enhancing operational safety for 6,300+ stakeholders.

PROFESSIONAL EXPERIENCE:

True North Consulting (PMY Group)

Technology Project Manager

08/2025 – Current

- **Strategic Portfolio Oversight:** Direct a diverse portfolio of high-stakes technology initiatives, synchronizing complex construction coordination with technical execution to ensure multi-disciplinary project success
- **Financial Stewardship:** Protect project profitability and margins through rigorous budget management, complex contract negotiations, and high-impact resource allocation
- **Risk & Contract Strategy:** Mitigate operational exposure by leading vendor management efforts, refining contract terms, and ensuring regulatory alignment across global service delivery
- **Operational Excellence:** Drive execution by orchestrating cross-functional workflows and manpower, bridging communication gaps between internal delivery teams, external vendors, and executive clients
- **Stakeholder Governance:** Preside over weekly high-level stakeholder sessions to define strategic scope, mitigate enterprise-level risks, and ensure deliverables exceed industry standards
- **Construction Administration:** Oversee the full lifecycle of technical infrastructure deployment, including precise management of RFI processing, submittal reviews, and As-Built verification

Round Rock Independent School District

Tech Acquisitions and Deployment Coordinator

01/2020 – 08/2025

- **Capital Program Governance:** Exercised executive-level fiscal stewardship over multi-million dollar bond-funded capital initiatives, ensuring 100% alignment with long-term district strategic objectives
- **Operational Transformation:** Spearheaded the implementation of automated incident tracking systems, achieving a 30% reduction in resolution times through workflow optimization and enhanced communication protocols
- **Executive Stakeholder Engagement:** Partnered with district leadership and campus administrators to synchronize project roadmaps, align organizational priorities, and ensure seamless technology deployments across 63 facilities
- **Cross-Functional Leadership:** Orchestrated diverse teams of project managers, external contractors, and technical staff to execute complex, high-visibility district-wide bond initiatives
- **Business Intelligence & Analytics:** Developed sophisticated reporting dashboards and analytics frameworks to provide real-time operational insights, significantly accelerating decision-making for executive stakeholders
- **Enterprise Risk Mitigation:** Directed comprehensive risk management strategies and vulnerability assessments, ensuring the integrity and timely resolution of critical security-related infrastructure projects
- **Workflow Optimization:** Engineered deployment process improvements for enterprise IT and security hardware, resulting in a 15% increase in deployment velocity
- **Strategic Infrastructure Modernization:** Directed the successful deployment of the Secondary Datacenter and the enterprise-wide implementation of a Privileged Access Management (PAM) system

Advance Auto Parts, Inc. (AAP)

Project Coordinator - Contractor

08/2019 – 12/2019

- **Strategic Infrastructure Integration:** Orchestrated cross-functional collaboration between AT&T Project Management and nationwide AAP teams to deliver critical infrastructure upgrades aligned with enterprise objectives
- **Performance Governance:** Authored detailed After-Action Reports (AARs) to identify systemic risks and refine organizational mitigation frameworks for future large-scale deployments

AT&T Wi-Fi Services

Sr. Specialist Technical Project Manager, Wi-Fi Services

10/2014 – 10/2018

- **High-Capacity Infrastructure Deployment:** Directed multi-disciplinary teams across Product, Legal, and Engineering to launch high-density Wi-Fi networks at premier venues (e.g., DFW Airport, Hard Rock Stadium), successfully reducing cellular network congestion by 20%
- **Public-Private Partnership & Governance:** Orchestrated complex coordination between municipal agencies and private stakeholders to secure deployment sites, negotiating lease agreements and ensuring 100% regulatory compliance with local ordinances
- **Strategic Financial Stewardship:** Executed detailed cost-benefit analyses to justify large-scale capital investments, aligning financial modeling with data offload projections and public safety initiatives like FirstNet
- **National Program Scaling:** Spearheaded the nationwide Airport Lounge Wi-Fi initiative, scaling service delivery across 250+ locations to enhance the digital ecosystem for high-value travelers and generating \$2M in annual incremental revenue
- **Executive Operational Oversight:** Provided ongoing strategic support and operational governance for critical infrastructure at Tier-1 international hubs, including Hartsfield-Jackson Atlanta and DFW

AT&T Advanced Solutions

Network Center Technician

06/2000 – 10/2014

- **Escalation Management & Leadership:** Served as the Escalations Team Lead and primary point of contact for General Manager escalations, resolving complex installation challenges while maintaining high customer satisfaction ratings
- **Large-Scale Technical Orchestration:** Led high-performing cross-functional teams to execute large-scale customer migrations and installations for portfolios of 200+ locations.
- Troubleshoot network installations across a variety of network devices and Central Office equipment to determine the root cause of issues
- **Process Optimization & Root Cause Analysis:** Enhanced operational efficiency by reducing ticket completion times by two days through KPI analysis and root-cause troubleshooting across diverse network architectures

EDUCATION AND CERTIFICATIONS

Project Management Professional (PMP) | Project Management Institute (PMI)

- **Status:** Certified (2024); active professional development for renewal

Bachelor of Business Administration (BBA) | Texas A&M University, Central Texas

- **Focus:** Business Management and Operations.