

# Tony Swanson

## Technical Consultant

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### Summary

Mr. Swanson has 18 years of combined experience in the telecommunications and public transit industries. His work focused on program management, operations, reporting/data analysis and customer experience. For the past 3 years he has worked as the Manager of Fare Revenue Systems at TriMet supporting Hop Fastpass®, an electronic fare collection system servicing the greater Portland/Vancouver area. His responsibilities at Trimet included overall program management, ongoing operations and management of the Transit Ticket Office. Mr. Swanson applied his broad experience and focused on several critical milestones for the agency which included the transition of institution and employer programs to Hop Fastpass® and fare simplification during his time at the agency.

Mr. Swanson continues to build on his experience in public transit and now supports clients implementing electronic fare collection and transit related projects.

### Project Experience

#### **Hop Fastpass® Fare Payment System, TriMet, Portland, OR, January 2018-May 2021**

The Hop system launched in the summer of 2017, providing a bi-state fare collection system that provides riders with cutting edge technology and features. This project included several different vendors and partners working together to deliver different components of the system. Hop is an open architecture system using a common set of agency-controlled APIs to integrate equipment and systems from nine different vendors. The solution integrated fare inspection across mobile ticketing, closed-loop, contactless bankcard and mobile wallet payments into a single mobile app.

Tony was a Program Manager at TriMet responsible for supporting Hop Fastpass®. His primary role was day-to-day operations with a focus on continued implementation of the project. Tony acted as the primary stakeholder for all change management activities for the project during his tenure.

### Work History

#### **Technical Consultant, Clevor Consulting Group, July 2021-present**

In July 2021, Mr. Swanson joined Clevor Consulting as a Technical Consultant.

#### **Manager, Fare Revenue Systems, TriMet, January 2018-May 2021**

In 2018, Mr. Swanson joined TriMet as the Manager of Fare Revenue Systems primarily focused on program management and day-to-day operations of the electronic fare collection system. In this role, he focused on adopting a structured change management process and improving software release testing. Mr. Swanson frequently participated in cross-agency activities related to fare revenue in order to increase the adoption of electronic fares. His role also included management of the Transit Ticket Office where fares are sold to the public.

#### **Senior Sales Program Manager, AT&T Communications, January 2011-December 2017**

In 2011, Mr. Swanson transitioned to another leadership role focused on retail operations in the Pacific Northwest. He led a team of six analysts which supported all operational activities which included retail

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technology, financial audit, margin initiatives, employee training and overall program management. This role included support of point-of-sale system through technology pilots and end-user testing. Additionally, Mr. Swanson represented the market on retail capital projects. He prepared a semi-annual productivity analysis used to benchmark performance and profitability. During his tenure, he successfully project managed a total of 21 store openings and closures within five years.

### **Senior Sales Operations Manager, AT&T Communications, May 2008-December 2010**

Mr. Swanson was promoted in 2008 to lead a team of reporting and compensation analysts. This team was charged with sales reporting and commission administration for 1,200 internal and external employees. Tony supported an extensive portfolio of reporting and analysis in this role. This position also had responsibility for providing senior leadership reporting for executive operating reviews.

### **Sales Operations Analyst, AT&T Wireless, May 2007-May 2008**

In 2007, Mr. Swanson transitioned to a different channel where he developed reporting and analysis for retail and business sales. Mr. Swanson supported quota activities and participated in the development of sales and financial forecasts.

### **Operations Manager, AT&T Wireless, September 2002-May 2007**

In 2002, Mr. Swanson led an Operations Group consisting of System Analysts, Reporting Analysts and Workforce Schedulers who were tasked with supporting a 600-person contact center. Responsibility for this role included support of CRM systems, reporting, policy management, continuity planning and various compliance requirements.

## Education

### **B.A., Business Administration, Portland State University, Portland, OR, 2010**

Mr. Swanson studied Business Administration with a major in Finance.

## Professional Accomplishments

**2013** – Summit Achiever for leadership and project excellence at AT&T

**2012** – Summit Achiever for leadership and project excellence at AT&T

**2010** – Summit Achiever for leadership and project excellence at AT&T

**2004** – Circle of Excellence Award for leadership and project excellence at AT&T

**2003** – Circle of Excellence Award for leadership and project excellence at AT&T