

Braun Tacon

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Braun Tacon, a 30 plus year veteran of the United States Air Force and Nike Inc. is now available to perform *consultancy, analysis, and design services* pertaining to all things Information Security. Braun is well credentialed, documented, and proven by a broad portfolio of wins in Information Security (InfoSec), IT Service Management (ITSM), Small Business Ownership and Operations (SBO), and Aviation.

As a tenured ITSM Professional Braun has worn quite a few hats; most recently as the Principle ITSM Architect responsible for developing and overseeing core ITSM policies, standards, and processes for Nike and its co-sourcing partners. Previous roles include a 5+ year stint as Nike's Global Information Security Operations Manager, Systems Manager at Nike IHM, and Desktop Support team(s) Lead. Prior to joining Nike, Braun did a 15 year stint as an Air Traffic Controller, Supervisor, and Instructor for the United States Air Force.

Braun credits his training and experience as an Air Traffic Controller for much of his demonstrated ability to deliver **Practical Strategies (Policies)**, devise **Effective Management Models (Processes)**, and insure **Business Customer Satisfaction** through well devised **Operational and Exception Management Instructions (Procedures)**. Braun's first principle of IT Service Design and Development is to not only vision, develop, and execute to **Specific Business Goals and Objectives** but more importantly to insure **High-Availability** and **Real and Achievable Service Delivery Levels** in order to garner and keep **Customer Acceptance and Satisfaction**. In Braun's opinion, the best way to accomplish this is by first identifying and addressing **Critical Incident Management** and **Business Continuity Requirements** and then executing to them throughout the entire **Service Development Lifecycle**, not just after the fact.

Braun's professional and personal experience has touched a multitude of disciplines and practices. Well founded in ITIL, he has broad and practical experience in InfoSec, ITSM Aviation, TQM, Lean, Six Sigma, MOF and a myriad of lesser known, but equally valuable practices and "tribal knowledge". He is also familiar with and can execute to a multitude of business regulatory mandates such as SOX, PCI, Gramm Leach Bliley, and HIPPA to name just a few.

Braun's more recent successes are not just limited to all things IT related. In the past 24 months, Braun and his family have procured and are operating a successful Coffee and Food Service venue. As the Executive and General Manager Braun's focus includes higher-level functions such as:

- Costing, procurement, supply chain and inventory management
- Financials, promotion and marketing, compliance, quality assurance and customer satisfaction

As CEO/COO of his own business, Braun has the opportunity not only to design, develop, and deploy specific Business Customer Service Strategies and Objectives, but more so to practice his ideation in a sandbox of his own making, a sandbox that he is ultimately accountable for, both from a Customer Satisfaction and a Financial Responsibility point of view. This gives him a unique, useful, and profit-driven perspective that is achieved by only a few of his peers.

Braun is married to his wonderful wife of twenty-five years, Debra, and is blessed with four sons and one grandson. Braun has spoken on various ITSM topics and disciplines, both regionally and internationally. Braun is well published on the Internet and his many whitepapers are consistently in the top ten Google Hits. He also enjoys opining on IT Service Management Practices and other sundry "Non-ITSM" topics at his blog, www.BraunsBlog.com. Braun has both a Professional Services site, www.MajorIncidentHandling.com and his coffee shop; www.MountainViewCoffeeHouse.com.