



## Keith Cook

### Director

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**Keith Cook** is a Director at TC2 based in the Atlanta area and is an original consultant with TC2 since January 2000. Keith has assisted clients in both sole-source and competitive telecommunications procurement and the related contract negotiations, producing millions of dollars in savings. His expertise spans all phases of the procurement process – data collection, network cost modeling, unit rate benchmarking, RFP development and evaluation, procurement strategy and contract negotiations – for both traditional wireline (local and interexchange) and wireless services.

Keith brings over 20 years of telecommunications procurement and financial analytics experience supporting dozens of multinational customers across the Fortune 500. In particular, he specializes in leverage analysis and strategy development to address achievable gaps between carrier offers – both sole-source and competitive procurements – and leading-edge market rates.

His recent projects include procurement of one 500-site U.S. MPLS and voice network, plus the procurement of a 100-site U.S. MPLS and voice network with annualized cost reductions of about 30%. For a large investment bank, Keith modeled and negotiated one overall master agreement that covered some \$28 million in local and long distance voice and data services with a single, easily attainable revenue commitment. And for a large insurance company, Keith benchmarked over \$25 million in annualized spend and identified incremental annualized savings opportunities of \$4 million.

Before starting at TC2, Keith was with the Telecommunications Networking Practice of Deloitte Consulting. Keith holds a degree in mechanical engineering from the U.S. Military Academy at West Point and an MBA from the Georgia Institute of Technology.

## Education

- Georgia Institute of Technology, MBA
- U.S. Military Academy, B.S.