



McGARAHAN & ASSOCIATES

Service and Support Value

About Peter McGarahan, President and Founder



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Peter McGarahan is the founder and president of [McGarahan & Associates](http://www.mcgarahan.com), an IT consulting firm that helps client organizations achieve service and support excellence by optimizing their service delivery model.

A former IT executive with PepsiCo and PepsiCo-subsiary Taco Bell and now a trusted advisor to numerous companies across a variety of industries, Peter brings 28 years of IT service excellence and strategic thought leadership to organizations across the globe. He delivers value in the way he combines vision with practical, business-aligned solutions such as the pioneering “Shift-Left” Service Strategy. As a practitioner, product manager, analyst and subject matter expert, he has influenced and guided the maturity of the customer service and support industry by focusing on the metrics that matter most – the Key Performance Indicators that drive success.

As Director of Infrastructure Services for Taco Bell, the largest Mexican quick-service restaurant (QSR) organization in the world, Peter implemented the first campus-wide Local Area Network (LAN / WAN) while building the company’s first PC and LAN Help Desk. In that capacity he was responsible for technology infrastructure planning and support from the corporate office to the Taco Bell’s 5,000+ restaurants. Peter spent the next three years as Director of Help Desk Marketing for Vantive Corporation as well as Executive Director of the Help Desk Institute (HDI) before joining STI Knowledge and Help Desk 2000.

As Executive Industry Fellow of Content, Curriculum and Industry Best Practices, Peter was instrumental in growing STI into the global leader of Enterprise Service / Support, creating industry-recognized certification, consulting and outsourcing services. After establishing his reputation as a preferred Industry Analyst, Pete worked with Gartner for three years to position STI Knowledge in a leadership position in the Gartner Help Desk Outsourcing Magic Quadrants, along with seven multibillion-dollar global companies. His guiding role in developing best practices, certification, marketing, and events were instrumental in organically growing STI’s revenue elevenfold in five years.

During the course of his career Peter has also held Executive and Advisory Board positions with all of the major Service and Support conferences including HDI, Shared Insights, and the Signature Customer Service and Support Professionals Conference. He previously chaired the IT Infrastructure Management Association and currently serves as a Business Service Management Expert for BSM Review. For three consecutive years Peter designed, developed and hosted the STI Knowledge Symposium, the most significant annual event in the service and support industry. The symposium attracted over 1,000 support executives yearly from around the world and featured top industry speakers, thought-provoking workshops and sessions, and best-in-class vendors.

An internationally recognized motivational and keynote speaker, Peter connects with his audience through engaging storytelling in which he combines his experience, passion, perspective and humor to deliver messages that stick. He has spoken to audiences of all levels across the world and consistently scores in the top 5% of all conference speakers in terms of impact and message memorability. Peter is also a prolific author, [having written numerous white papers, case studies and articles for industry leading publications](#) including *Customer Support Management*. He has also been recognized for his expertise, accomplishments, boundless energy, mentoring and coaching work, and his invaluable contributions to the support industry and community. A full list of his client testimonials, industry honors, and awards can be found on [McGarahan.com](http://www.mcgarahan.com).

Peter has a BA in Psychology from Loyola College in Baltimore, Maryland and an MBA in Management Information Systems from Iona College in New York. He resides in Yorba Linda, CA with his wife Melissa and two children, Connor and Kayleigh.

About McGarahan & Associates

McGarahan & Associates (www.mcgarahan.com) helps organizations achieve service and support excellence by optimizing their service delivery model with industry best practices to achieve business objectives (Critical Success Factors). McGarahan and Associates work to understand your problems and present a desired resulting end state. We use well-defined methodologies and a business approach to creatively solving your problems, not the standard “one size fits all approach”. We leave our clients with maintainable and sustainable knowledge and solutions that can be continuously built and improved upon to increase performance and value.