ENTERPRISE COLLABORATION ENABLEMENT & CONSULTING SERVICES

# Terell Johnson.

## Enterprise Collaboration Architect & Technology Operations Consultant

I connect the people who connect the world.

Capabilities · 2026

Houston, TX · Remote worldwide · **terelljayjohnson.com/book**

01 · WHAT I DO

## I take enterprise collaboration from **fragmented and unreliable** to **standardized, adopted, and measured**—and I report results in the metrics your leadership tracks.

15+ years engineering and running workplace technology at Cisco, Facebook/Meta, Snap, and Logitech, with hands-on Python, API, and ServiceNow automation. I lead the migration, the build, the rollout, and the operations behind it. Today I run an independent consulting practice as Terell Johnson and I'm the founder of Byrdie.AI, where I build AI systems, agents and apps.

**Terell Johnson — Independent Consultant**

**Byrdie.AI — Founder (AI systems & apps)**

**15+ yrs — Cisco · Facebook · Snap · Meta · Logitech**

**Available for project & fractional engagements**

02 · ENTERPRISE TRANSFORMATION

# One transformation.
# Voice, video, message, collaborate.

Voice

## Cloud telephony & calling

Teams Phone, Zoom Phone, Cisco CUCM / VCS, SIP / H.323 dial plans, PBX sunsetting, contact center.

Video

## Rooms, TelePresence & events

Teams / Zoom / Meet rooms, Cisco & Logitech, codecs, bridges, TMS, BlueJeans / Webex interop, live broadcast.

Messaging & IM

## Chat & presence

Slack, Teams, Google Chat—bots, integrations, service consolidation and presence across the estate.

Collaboration

## Workspace & identity

Microsoft 365 & Google Workspace, identity lifecycle, governance and adoption.

Migrated, governed and adopted as a single system—not four disconnected projects.

03 · PROOF

# A track record at global scale.

**15+**

years leading enterprise collaboration

**20+**

engineers & contractors led globally

**40,000+**

rooms supported across global estates

**99.9%+**

platform uptime maintained

**40–60%**

manual work removed via automation








ACCOUNTS & BRANDS SERVED

Disney · Netflix · USAA · Sony Pictures · Honda · SpaceX · Anthropic · Qualtrics · TikTok · Sierra Space · Relativity Space

04 · WAYS TO PLUG ME IN

# Hire me as...

Ten roles, one operator. Each plugs in as a 90-day assessment, a 6-month project, or a 12-month retainer.

### Collaboration Architect
Standardize & migrate voice, video & collaboration across Teams, Zoom, Meet & Cisco.

↳ PROJECT

### Sales Engineer / Solutions Architect
Technical sales, solution design, demos & custom sales tools for your SE team.

↳ RETAINER

### New-Build Project Manager
Scope, build, commission & hand off a new campus or briefing center.

↳ PROJECT

### Live Event Producer
Town halls, streaming & broadcast infrastructure (StreamShark, RTMP).

↳ PROJECT

### Fractional Collaboration Lead
Own admin, fleet governance, releases, vendors & KPI reporting.

↳ RETAINER

### QA & Experience Lead
Room acceptance testing, pre-event checks & experience monitoring.

↳ RETAINER

### Vendor Manager
RFPs, purchasing, vendor & contractor delivery and escalations.

↳ RETAINER

### App & Integration Engineer
Custom internal apps & integrations that connect your systems (via Byrdie.AI).

↳ PROJECT

### AI / Automation Architect
ServiceNow pipelines, agents & automations on Claude / OpenAI.

↳ PROJECT

### Sales Enablement & Comms Lead
Battle cards, playbooks, documentation & marketing campaigns.

↳ PROJECT

05 · THE TRANSFORMATION

# From friction to flow.

| Before — the friction | After — the outcome |
| --- | --- |
| Meetings drop; execs reboot the room | Rooms that just work, QA'd before every event |
| Cisco, Zoom, Teams & Meet all half-deployed | One standard, cleanly migrated, centrally governed |
| Desk phones & PBX bills nobody owns | Cloud voice on Teams / Zoom Phone, PBX sunset |
| Helpdesk buried in repeat tickets | AI agents & automation deflect 40–60% of manual work |
| "We rolled it out but no one uses it" | Adoption programs & metrics leadership can see |

06 · SERVICES

# Nine ways to plug in.

01
Transformation & platform migration

02
New build PM & technical enablement

03
Change, user rollout & communications

04
Automation, ITSM & AI workflows

05
Managed services & fleet governance

06
QA, testing & end-user experience

07
Sales enablement & marketing comms

08
AI tooling & analytics

09
Event production, AV & studio builds

Click any service to jump to its detail. Mix and match as a 90-day assessment, a 6-month project, or a 12-month retainer.

06 · SERVICES — TRANSFORM

01

## Collaboration Transformation & Platform Migration

- **Migrations & consolidation:** Cisco / Webex / Tandberg → Zoom, Teams, or Meet, cut over cleanly.
- **Tenant administration:** Teams / M365, Zoom, Google Workspace policies & security baselines.
- **Room standards:** Teams / Zoom / Meet hardware with Logitech Sync fleet governance.
- **Cloud voice:** SIP / H.323 dial plans, PBX sunsetting, Teams & Zoom Phone.

02

## New Build PM & Technical Enablement

- **Build PM:** scope, schedule, room standards, vendors, RFPs, commissioning, handoff *(Meta Brickyard, Facebook Menlo Park)*.
- **Technical enablement:** runbooks, monitoring, ITSM, and training so your team runs it after launch.
- **Broadcast & live events:** town-hall and streaming infrastructure (StreamShark, RTMP).

06 · SERVICES — SCALE & AUTOMATE

03

## Change Management, Rollout & Communications

- **Change management:** stakeholder mapping, pilot & champion programs, phased rollout by persona.
- **Marketing comms:** launch messaging, email & Slack campaigns, exec & all-hands briefings.
- **Release knowledge library** of what's-new notes, guides & FAQs per platform release.
- **Adoption metrics:** active users, feature use, ticket deflection, satisfaction.

04

## Automation, ITSM & AI Workflows

- **ServiceNow & Jira:** Python, Scripted REST, Flow Designer, Integration Hub; telemetry → CMDB with auto-remediation.
- **Identity lifecycle:** Okta SSO, SCIM, Workday onboarding, acquired-tenant merges, zero-trust.
- **AI agents & Copilot / Gemini adoption:** triage & knowledge agents on Claude / OpenAI, ROI dashboards.

05

## Managed Services & Fleet Governance

- **Day-to-day administration** across Teams, Zoom, Meet, and Cisco, baselines kept current.
- **Fleet governance & telemetry:** Logitech Sync health, firmware & lifecycle across sites.
- **Release & vendor management** with escalation ownership.
- **Monthly KPI reporting:** uptime, MTTR, SLA, adoption.

06

## QA, Testing & End-User Experience

- **Room acceptance & QA testing:** commissioning checklists & standardized test scripts.
- **UAT & white-glove checks** for executive and all-hands spaces before every event.
- **Experience monitoring:** call-quality analytics, proactive alerting, CSAT tracking.
- **End-user experience design:** simple room UX & self-service support.

07

## Sales Enablement & Marketing Communications

- **Battle cards & positioning:** win/loss themes, objection handling, head-to-head cards reps use.
- **Enablement & training:** onboarding, certification paths, release readiness.
- **Launch messaging & campaigns:** email & Slack, how-to content, all-hands briefings.
- **Release & product marketing:** what's-new notes, feature guides and FAQs per release.
- **Playbooks & documentation:** discovery guides, demo scripts, SOW templates, knowledge library.
- **Custom sales tools & AI agents:** bots that speed quoting, scoping and SE workflows.
- **Executive briefings & demo environments** for sales and executive audiences.
- **Change communications** that turn a rollout into adoption.

06 · SERVICES — AI TOOLING & PRODUCTION

08

## AI Tooling & Analytics

- **Custom AI tools & agents:** assistants and bots for support, provisioning and SE workflows (built with Byrdie.AI).
- **Copilot & Gemini adoption:** rollout, governance and seat-activation analytics.
- **Usage & ROI dashboards:** adoption, call quality, ticket deflection, time saved.
- **Data analysis & reporting:** KPI telemetry from monitoring, ITSM and adoption data.

09

## Event Production, AV & Studio Builds

- **Live event production:** town halls, all-hands and keynotes, on-site or remote.
- **AV design & integration:** cameras, audio, switching and signal flow for rooms & stages.
- **Offsite & field AV:** turnkey production for events away from the office.
- **Studio builds:** broadcast, podcast and streaming studios (StreamShark, RTMP).

07 · PROOF IN ACTION

# Built at the companies that connect the world.

Facebook · 2015–2017

## Voice & video at hyper-scale

Owned the voice & video transformation of a **19,000+ room** global estate during Facebook's rapid expansion—an **H.323→SIP** cutover across Cisco VCS & Call Manager, TMS and TelePresence / BlueJeans / Webex interop, plus the Kuzu endpoint platform, runbooks and ticketing that kept it running.

Meta · Brickyard

## Campus buildout & launch

Led the technology buildout and launch readiness across a **200+ room, 800+ endpoint** LA estate—monitoring, ITSM runbooks, incident response, and vendor teams across IT, facilities & workplace.

Snap · from zero

## A collaboration practice, built

Stood up the collaboration engineering practice for **1,000+ users**—StreamShark live events, cloud VoIP migration, Slack automation, and Workday / Okta identity lifecycle.

08 · PLATFORM COVERAGE

# The whole stack.

### COLLABORATION

Microsoft Teams (Rooms, Admin, Phone), Zoom (Rooms, Admin, Phone), Google Meet & Workspace Admin, Cisco Webex / CUCM / VCS / TelePresence, Slack

### ROOMS & DEVICES

Logitech (Rally, Tap, Sync), Cisco, Neat, Poly, Crestron, Shure, QSC

### ITSM, IDENTITY & AI

ServiceNow, Jira, Okta (SSO / SCIM), Workday, Python, REST / GraphQL, OpenAI & Claude APIs, Make, Zapier, n8n

09 · HOW WE WORK TOGETHER

# Start with your data. Scale to fit.

**Assessment**

## 90 days · fixed fee

A read of your rooms, tenants, and ticket patterns, with a prioritized roadmap built on your data. Stands alone or kicks off a larger engagement.

**Project**

## 6 months · fixed scope

A defined outcome over six months—migration, new build, rollout, or automation pipeline—with weekly status and a handoff package.

**Retainer**

## 12 months · fractional lead

Embedded ownership: tenant admin, release & vendor management, change comms, QA, and escalations—with a monthly KPI report.

Engagements renew each term. Book a 30-minute call: terelljayjohnson.com/book

LET'S BUILD

# Let’s connect your people.

Book a call ↗ hello@terelljayjohnson.com (323) 646-0646 LinkedIn ↗