

Brian A. Lounds

Principal, Greenlight BTS, LLC
Auburn, Indiana

Brian Lounds offers a strong background in business processes and helping businesses meet their operational objectives through the smart implementation of technology. Brian has worked with organizations varying in size from small, independently-owned proprietorships to large, publicly-traded corporations.

Since 1989, Brian has applied his passion for technology to business needs by embracing computerized tools and leading technology-based initiatives through his early years as a public accountant. Early in his career, Brian served as the controller and vice president for finance for a manufacturing organization and was responsible for the implementation of their internal information systems. This day-to-day operational knowledge is invaluable experience in his role as an information systems consultant.

From 1995 to 2004, Brian gained a variety of business technology experience including strategic technology planning, needs assessment, ERP software implementation, project management for large scale implementations, system enhancement designs, and the management of internal development resources while working with one of the ten largest CPA firms in the U.S. In this role, Brian participated in the selection of an ERP solution for the firm to offer clients and prospects. Out of this process, Brian became a lead member of the firm's successful and highly regarded Dynamics AX practice.

Brian embraced the entrepreneurial spirit at an early age working in the family's business and starting a company that sold specialized bicycle parts to help fund his own passions for it. In 2004 seeing the significant opportunities provided by Microsoft's acquisition of the Dynamics AX product Brian co-founded Professional Solutions Group, LLC, a company completely focused on the Dynamics AX product and providing technology service based around this ERP solution. Brian's commitment to technical expertise, business process design, and customer service has been the cornerstone of the company's success. This success led to the formation of Greenlight BTS, LLC through a partnership with OFC, LLC in 2005.

Brian is a 1989 graduate of Michigan State University with B.A. and MBA focused in Accounting Information Systems. Brian diligently attained his CPA (certified public accountant) certification and went on to attain his CMA (certified management accountant) certification. Brian is a Microsoft Business Solutions Certified Professional in several Dynamics AX disciplines.

Brian's personal life includes interests in music, boating, water skiing, and spending time with his family of four daughters.