

**OBJECTIVE:**

I am a hands-on technology professional seeking a senior role on a technology or a professional services team with a focus on Client Consulting, Operational Management, Team Leadership, Product and/or Process Improvements.

**ROLES:**

- Director of Operations
- SEO/SEM Consultant
- Operations Analyst
- Creative & Technical Manager
- Engagement Manager
- Process Improvement Advisor
- Product & Project Manager
- Client Support Manager

**COMPETENCIES:**

- Team Building
- Privacy & Compliance
- Client Consulting & Support
- SEO & SEM
- Capacity Planning
- OpenAir PSA
- Finance & Expense Control
- Sales & Revenue Forecasting
- Process Improvement
- Operations & Technical Analysis
- Digital Marketing Strategies
- Multimedia Content Development
- Product Management
- Contracts & Audits
- Salesforce Administration
- Project Management (PM, PMO)

**CAREER HIGHLIGHTS:**

<b>Dataium (dataium.com)</b>	<b>2011 – Date</b>
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*Director of Operations*

- Collaborated with all stakeholders to define, document, manage and actively participate in processes conducive to high volume sales, client technical project scopes, project and solution delivery and support.
- In role as Engagement Manager, activity includes solution development, fulfillment and ongoing support / performance analysis, including personally conducting over 350 individual consulting sessions related to digital marketing strategies and conversion improvement initiatives. Routinely present to C-level audiences, field directors and managers, agency practitioners, dealership groups and dealership stakeholders. Fluent in web technologies, online consumer behavior, digital marketing and high performance operational processes.
- Collaborating with key stakeholders, defined, documented and serve as a champion for consumer privacy protection and general information security.

<b>Underwriters Laboratories Inc. (puresafety.com)</b>	<b>2009 – 2011</b>
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*Director of Content Development*

- Lead the professional services teams to meet or exceed annual revenue goals using 27% less resources while maintaining key accounts such as Walt Disney Parks and Resorts, Bridgestone, AVIS, Honeywell, Caterpillar, Cirque du Soleil and Schering-Plough in their global training programs.
- Lead sales support for planning and estimating custom content development projects, delivering over \$5M in quoted professional services projects, resulting in over \$3M in recognized revenue annually.
- Lead content production efforts to release, renovate or revise over 120 library course titles, including extensive revisions to our OSHA courseware titles to align with evolving Department of Labor requirements.

<b>Dominion Enterprises (dominionenterprises.com)</b>
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<b>2007 – 2009</b>
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*Dominion Dealer Solutions: Director of Operations*

- Lead 7 department managers, supporting 65 employees in web development, graphic design and multimedia development, network services, sales, web production and support, SEO and SEM for over 2,200 dynamic websites involving complex data integration, data transformation and data distribution schemes.
- Lead an extensive expense control initiative to move the business into profitability while also factoring in key application and system upgrades, influencing profit margins + 15% within 12 months.
- Developed disaster recovery plans, backup and restoration protocol involving secure data and business continuity planning in accordance with federal regulations. Managed scaled migration of services.

<b>Reynolds &amp; Reynolds (reyrey.com)</b>
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<b>2002 – 2007</b>
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*Web Solutions: Production & Web Support Manager*

- Lead team of 33 project managers, graphic artists and web designers in fulfilling sales orders in excess of \$3M per year while supporting over 4,500 live customers / 8,800 live dynamic websites.
- Managed projects for key accounts such as Penske Auto Group, Asbury Automotive, Sonic Automotive, including all creative and web support of OEM customers including Volvo, Nissan, MINI and SCION.
- Increased sustainable monthly support throughput by 50% for client-side requests. Increased revenue captured by 25% by implementing streamlined processes supporting custom web development projects, decreased production “cycle-time” by 60% while supporting sustained output in excess of 175 website launches per month.

<b>ForeAmerica, Inc. (teetimes.com)</b>
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<b>1999 – 2002</b>
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*New Media Director*

- Staffed and managed an innovative web team who supported all consumer-facing media, including our primary websites, e-commerce portals, sales demos and interactive marketing initiatives.
- Collaborated with the Burris agency to ensure brand consistency across all interactive media channels.
- Defined, implemented and managed revenue-producing business development initiatives including co-branded golf reservation / yield management engines, expanded distribution channels, custom web development projects, e-commerce integration and sales and B2B advertising networks and ad campaign management.

<b>United States Navy (navy.com)</b>
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<b>1979 – 1999</b>
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*Business Analyst / Process Improvement Specialist*

- 15 years of extensive experience in strategic to tactical-level business process analysis, re-engineering, and improvement consulting.
- Fluent with process improvement methodology in solving complex business challenges in a variety of environments including industrial, business administration, training, software development and technology.
- I placed specific emphasis on the entire systems view of processes – from suppliers and vendors through the organization's interdependent teams to the customer, including long-term customer key quality characteristics influencing satisfaction and retention.

#### *Organizational Trainer / Division Leader*

- Licensed facilitator for Franklin-Covey's, *Seven Habits of Highly Effective People* seminars under a licensing agreement with the US Navy. Organized and conducted weekly intro-level courses and four-day seminars for company leadership and supervisors, personally conducting over 80 training sessions, and workshops.
- Developed, implemented and managed an automated training and qualification application supporting engineering operations on Nimitz-class aircraft carriers. Also, developed curriculum to support all foundational and practical knowledge areas including engineering and electrical safety, damage control and maintenance system protocols.
- Lead team of 68 electricians and communication electronic technicians maintaining and repairing all non-nuclear electrical systems onboard a Nimitz-class aircraft carrier, including all administrative programs, training and qualifications, professional development and project management and repair of mission-critical systems.

#### *Information Systems Manager / Application Developer*

- Navy Personnel Research & Development Command (1985 – 1990) – AIM (Authoring Instructional Material) Project. In support of curriculum development, I performed duties as a digital technical illustrator, system administrator, SME trainer, database administrator (DBA) and general network technician for campus-wide UNIX network supporting over 120 users.
- Exploiting excess system capacity, I initiated a program of developing business solutions for individual program offices using IBM Informix SQL, 4GL, and C language in a networked environment.
- Solved common business automation challenges such as course management, supply chain management, accounting and finance, event management, student control record keeping, career counseling tools and surveys.

#### **RELEVANT EDUCATION AND TRAINING:**

Computer Information Systems Program, Saint Leo University

1995 – 1999