

**Information Technology Executive: Product Development • Professional Services • Marketing Solutions**

Hands-on technology manager, expert in the design and delivery of cost-effective, high-performance technology solutions to support rapid business growth, with budget responsibilities up to \$8 million annually and 15 years of experience. Strategic thinker, skilled in all phases of the project life cycle. Effective at building diverse, team-centered operating units, with excellent business process and strategy development skills. Customer-centric with the ability to initiate profitable alliances with vendors and suppliers. Key core qualifications include:

- Strategic & Operational Technology Planning
- Software Product & Services Development
- Capital Planning & Investment Control
- IT Budgeting & Cost Evaluation
- Strategic Outsourcing & Offshore Development
- Agile Software Development Processes (SDLC)
- Data Center & Network Operations
- Voice & Data Telecommunications
- Enterprise Service Oriented Architecture
- Skills Gap Analysis & Performance Optimization

**Professional Experience****Technology & Management Consultant • Forest Hill Ventures • Portland, OR • 2007-Present**

Founded independent consulting firm providing strategic product development, e-commerce, search advertising and marketing solutions, Web analytics and integration services to online publishing and e-commerce clients.

- Completed asset purchase of \$2 million online publishing firm, increased annualized revenue by 50%, and returned company to profitability by closing warehouse and implementing on-demand publishing, which resulted in overhead reduction of 80%, reaching profitability within first 6 months.
- Created search advertising and email marketing program for e-commerce client that has delivered 30% open rate, 24% click rate and 7% conversion rate over a six month period, returning \$43 for every \$1 invested.
- Outsourced e-commerce system for online retailer, reducing overall cost by \$250,000 annually.

**Chief Information Officer & VP, Product Development • K/P Corporation • San Ramon, CA • 2005-2007**

Promoted to direct all IT resource planning, budgeting and operational initiatives for this \$100 million, 500+ employee direct marketing and print media services company. Managed 4 direct and up to 40 indirect professionals in 7 US locations with a \$7.9 million operating/capital budget, reporting to the President/CEO.

- Reduced operating expenses by \$427,000 (16%) in first six months as CIO by performing technical skill gap assessments, eliminating non-essential positions, and outsourcing non-strategic IT activities.
- Held decision-making authority for all IT development and infrastructure, with a focus on IT organization design, voice and data communications, system integration, emerging technologies, SOA enterprise architecture, data center operations, strategic alliances and IT security.
- Led system development and integration professional services engagements with clients including Microsoft, HP, Adobe, Charles Schwab, WaMu, Nordstrom and many other Fortune 500 companies.
- Completed 5 new product rollouts, sales support and training and delivering client services to over 50 major customer accounts, generating over \$2 million in annualized sales.
- Led in the acquisition and integration of two companies and creation of a new consulting services business unit that generated \$2.1 million in services revenue in the first year and \$2.9 million in the second full year.

**Director, Information Technology • K/P Corporation • San Ramon, CA • 2003-2005**

Promoted to formulate IT strategy in 7 locations and 2 data centers with operating expense budget of \$5.3 million. Collaborated with manufacturing, sales, customer services, finance and external clients to define system requirements and develop appropriate solutions. Managed 21 direct/indirect team members, reporting to the CFO.

- Outsourced application development to India offshore vendor with annualized savings of \$1.2 million while reducing development cycle times by nearly 50%, managing the challenges of organizational change.
- Deployed Salesforce.com CRM system that services the customer's entire life cycle with the company. Project returned its initial investment in 1 year and saving over \$450,000 annually.
- Led a series of upgrades and application enhancements, including replacement of obsolete systems, server virtualization, hardware and software in 9 locations with new ERP system and LAN/WAN technology, completing the project \$500,000 under budget and providing 99% server and application uptime.
- Conducted an RFP and negotiated enterprise-wide data center, voice & data telecommunications network contract to save \$240,000 per year.
- Saved \$150,000 a year and improved 24x7x365 incident response time by outsourcing network monitoring and change control to managed services provider.
- Implemented IT security policies and processes compliant with ISO-17779, SOX and HIPAA guidelines.

**Director, Web Development • K/P Corporation • San Ramon, CA • 2000-2003**

Recruited to manage diverse team of 10 direct/indirect professionals, develop and support custom web-based e-commerce, direct response marketing and order fulfillment systems, integrated to back end ERP system.

- Spearheaded product gap assessment, interviewing executives, business unit managers and customers to develop and execute on 3/6/12 month action plan to update customer-facing platform.
- Re-engineered customer-facing fulfillment systems to SOA architecture, reducing customer setup costs by 500%, accelerating deployment cycles from 3 months to 3 weeks, and improving SLA uptime to 99%.
- Led product innovations, re-architecting the Web application platform with significantly enhanced functionality, initiating customer education and sales training and support functions.
- Identified weaknesses in technical skill sets and instituted an employee development program, achieving 95% staff retention and saved an estimated \$285,000 annually in recruiting and training costs.

**Director, Web Development • LookSmart, Ltd • San Francisco, CA • 1999-2000**

Recruited to the product group to develop paid search and syndicated search products, managing a team of up to 9 Web developers, designers and producers for \$250 million internet search and advertising network company.

- Implemented rapid application development (RAD) process to increase cycle time efficiency by 150% and reduce code defects by 50%.
- Conducted project pipeline reviews with executive team weekly and 15 minute development team status meetings daily, reducing production release cycles from 90 days to 30 days.
- Deployed over 50 application upgrades to syndicated search network with total reach over 50 million unique monthly visitors, hosting for over 600 syndication partners, with 10 million page views per day.
- Optimized presentation layer and code base to improve page load speeds by 175%.

**Manager, Web Development • WorldPages • San Francisco, CA • 1999**

Hired to lead production team for company's Web operations, recruiting and managing up to 5 web design and development professionals for startup company with \$20 million in sales, since acquired by Yellow Book USA.

- Redesigned directory user interface and look and feel of flagship business directory, with 117 million listings and 50 syndicated partners.
- Created workflow and joint application development model to meet customer demand, increasing production by 150% and generating incremental revenues of over \$450,000 in 8 months.
- Re-engineered outdated Tcl/Tk server-side code base to improve application performance by 250%.

**Technology Consultant, Project Manager & Developer • San Ramon, CA • 1994-1998**

Produced, designed, developed and project managed Web and client-server applications for client companies including newspaper giant Knight Ridder.

- Retained by Knight Ridder to assist in launching its first online newspaper publishing system, leveraging existing content management and pagination systems to reduce labor and speed online publishing.
- Designed and developed over 50 client Web sites, managing all aspects of production and development of data-driven interactive Web sites.
- Integrated Internet technologies to back end systems including HTML, XML, Flash, JavaScript and server-side scripts in Microsoft ASP, PHP, Perl/CGI and Tcl/Tk. Back end systems included Oracle, SAP and niche ERP systems and database servers.

**Professional Affiliations**

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XMPie (a Xerox company) Users Group - Founding member of board of directors & treasurer (2006-2007)  
PODI (the Digital Printing Initiative) - Past member (2001-2007)

**Education**

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BA - California State University (SDSU)  
Major: Liberal Arts with emphasis in Computer Science, Business & English