

Michael Adam Groberman

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Versatile Technologist with over 7 years of experience applying extensive knowledge in strategic planning, project management, and technical skills to improve business operation performance while maintaining a proven track record of managing multiple technology implementation projects, collaborating with customer end users, technical resources, internal business and technical teams. Recognized for exceptional troubleshooting expertise involving complex, distributed environments, examining both the application and the infrastructure of a system for rapid resolution. Passionate in overall development with a focus on successful execution possessing a broad technical skill set across all dimensions and integrations of information technology; including design, architecture, implementations, budgeting, vendor selection, optimization, management, and support.

Professional Experience

Consulting Projects

(2017-Present)

Mclarty Capital Partners /- The Firmament Group

- Performed a business operations analysis.
- Created architecture and tables for Salesforce integration.
- I imported all paper documents into Salesforce. I created custom objects, fields, relationships, and code in Salesforce.
- I also created custom KPI dashboards for each manager, and then trained all users.

Sage Builders Corporation

- Performed necessary infrastructure and hardware upgrades. Performed routine Windows Server maintenance. Was responsible for offboarding and onboarding new employees. Migrated the firm to Office365 for business and deployed a hybrid Azure environment onsite. I created and deployed active directory policies. I also deployed MDM policies via Cisco Meraki Systems manager. I helped launch the company's new website. We migrated the hosting from 1and1 to AWS. I created the necessary buckets in AWS, migrated the data, configured the appropriate zone records, and launched in AWS. I also act as the firm's helpdesk.

HardBeverages LLC

- Lead in the development and launch of their new website.
- Migrated exchange hosting from intermedia to Office365. This involved migrating Intermedia's SecureSync service to OneDrive Business/Sharepoint also.
- I configured and setup the VoIP phone system used by the firm's employees. I also act as the firm's helpdesk.
- Setup and am managing their Amazon Web Store.

Platinum Media LLC

- Designed and build the company website (<http://platinummedia.com>)

- Perform SEO analytics for the firm and its clients
- Setup, configured, and deployed Office365 of Business. I recently moved the services to Google Cloud for Business per the company's demand.
- I also act as the firm's helpdesk.

Enzo Custom, New York, NY

Information Technology Manager (2015- 2017)

- Promoted from IT Manager to Director of IT due to rapid progression in deployment of all technology infrastructure, overseeing all project management activities of developers and overall performance.
- Lead for design and development of a new web-based operations platform using Salesforce. This system included functions of a CRM, ERP, POS, and is integrated with their over-seas production factory via REST API.
- Lead the company in changing all workstations to Mac systems.
- Managed multiple teams for graphics, design, and programming;
 - Boston, MA – Digital Asset Graphics Team
 - San Francisco, CA – Salesforce Developers
 - Peru – Salesforce Developers
 - Chandigarh, India – Graphics Designers and Graphics Prep Team
 - New Delhi, India – Web Developers
 - Shanghai, China – Production Facility (IT Team)
- Built all layers of the network infrastructure using Cisco Meraki technology (network security appliances, IP Cameras, managed switches, AP's, etc.)
- Successfully migrated shared company online storage and pop3 email accounts to Office365 Business E2; Created team SharePoint sites, created and assigned user profiles, etc.
- Was responsible for a full-data lockdown and making sure the firm's data was never vulnerable; Migrated all store-front users to Mac OS workstations and did a full Cisco Meraki Systems integration to promote increased data-protection protocols. (dual-factor authentication, domain whitelisting/blacklisting, security profiles, USB Access control, etc.)
- Configured, deployed, and then remotely managed a VoIP-base call center. This system was later integrated with Salesforce and provided telephone meta on the callers for operators, significantly reducing call duration.
- Designed, built, and deployed the new website, helping to generate greater company outcome and performance. The site allowed for proper web analytics to be collected. It allows features Online Scheduling for 5-locations, with over 10 employees in real-time, and it also integrated with Salesforce.com
- Designed a way of digitally rendering a image for any of our products dynamically. This involved me designing the floorplan and selecting the appropriate of technology for a photo studio that would allow me recreate our product permutations in a 360-degree view. These digital assets could then be used to create ANY custom garment the company offers. I also selected, setup, and managed the digital scanning of the fabrics offered by the company. These images were scanned at 6400dpi, and I was able to compress them by 800% by repeating a small crop of the fabric via seamless tiling.

C&A Consulting LLC, New York, NY

Information Technology Manager (2012-2015)

- Proficiently managed technology services, network based services, security services, CRM integration(s), Time Tracking and Expenses integrations, PCI and FINRA Security Compliance, and more.
- Managed and deployed Cisco Meraki MX devices and ReadyNAS devices onsite and to business locations were the firm sent consultants.
- Maintained our infrastructure with the highest level of integrity. I designed, installed, and configured the network for our firm, and other firms that we leased the commercial space to. These firms included a few corporate Law Offices, and a Bloomberg Broker-Dealer, and a team of software developers.
- Protected Vulnerable networks following detailed risk assessment. Guided cross-functional teams in the design validation, acceptance testing and implantation of secure, networked communications across remote sites for several clients. This included full data protection implementations and practices, such as File Extension Shadowing, peripheral blacklist/whitelist, and remote device wiping.
- Key player in rapid launch, swift execution for business optimization, repair, and maintenance using virtualization software, security profiles, MDM, EDM, and software such as; Zen Desk, V-Sphere, Cisco, Meraki, Windows Server 2008 R2, Windows Server 2012, Citrix, and more.
- Performed reliable system(s) data recovery for a variety of clients, ranging from Handheld Devices with extensive damage, to damaged RAID configurations.
- Designed and built numerous websites for the consulting firm and their clients. I worked with companies such as JPMorgan Chase, Bank Leumi, Bambu, and a few other mentionable companies.

Key Proficiencies/ Skills

- Strategic planning/Visioning and Tactical Execution
- Salesforce.com | CRM Integrations | Automation
- Team Building, Front-line leadership
- Time management, Organization, Expense Management
- VMware vSphere, Fusion, Workstation
- Mac OS X / Mac OS Server
- Cisco Meraki (Systems Manager, Network Security Appliances, Managed Switches, AP's and antennas, etc.)
- Extensive software and hardware proficiency including: Debian, Ubuntu, CentOS, Mac OS X, Microsoft Windows Systems, Office365, Adobe Creative Cloud, SEO Practices and Integrations, structuring Digital Marketing Campaigns, WordPress, Drupal, SSH, CMS, CSS, HTML5, JS, SQL, JSON, BSON, CRM, ERP, Network Security/Integrity, Data Security, Business Continuity Planning and Execution.

Certifications

- AWS Certified Solutions Architect Associate (in progress)
- Cisco Networks/Adobe Certified Programs
- Google Analytics Academy
- Bergen County Technical High School, Class of 2008