

Anthony S. Yockey

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Miami/Fort Lauderdale, Florida

Senior Technology and Operations Executive

Experienced senior level executive with excellent combination of business and technology acumen. Expert in accomplishing tasks and overcoming challenges to drive an organization to realization of potential and goals by balancing competing priorities against resources and user and customer needs. Successful in building relationships, resolving challenges in critical problem area, with an acute awareness of customer commitments and delivery. Consistently drives achievements in operations, technology, finance, human resources and revenue. Built, led and motivated talented teams over 100, retaining and growing top level employees.

EXECUTIVE LEADERSHIP COMPETENCIES

Executive Leadership and Communications (Board of Directors) | Corporate Development
Client and Customer Relationship | Strategic Planning and Assessment | Organizational Change
Strategic Partnerships | Revenue Enhancement | Expense & Cost Control | Business Continuity Planning

TECHNOLOGY & OPERATIONS COMPETENCIES

Infrastructure | Software Development | Disaster Planning | Project Management | Mentoring
Outsourcing Management | Business Process Engineering | Support & Services | Vendor Management
Team Building | Recruitment | Training | Systems Management | Systems Planning | QA & QC

CAREER HIGHLIGHTS

- Scaled organizations to realize goals and growth level in management processes, establishing procedures and accountabilities and through technology enhancement, establishing infrastructures and processes to support young organizations to become midsized enterprises, with the ability to grow further.
- Integral in building organization to a successful IPO, growing development and supporting departments from a staff of 5 to over 10 direct and 90 indirect employees.
- Instituted new business processes and structure resulting in revenue increases while reducing expenses in driving the new revenue.
- Contributed to annual sales increases in excess of 100%, supporting sales internationally to dramatically increase revenue streams, delivering technology and management services in support of our software and consulting operations.
- Integrated acquisitions in both management and technology into core corporate environments.
- Advanced strategic initiatives, driving acquisitions and processes, obtaining efficient customer aware solutions for maximum managed growth and integrations.
- Expert in building highly motivated and effective management teams as well as project management, support, development, quality assurance, client service and sales teams.
- Rose through technical and operations leadership to C-Level executive, continuously enhancing and building experience, knowledge and a rare combination of technical and business acumen.

PROFESSIONAL EXPERIENCE

International Vapor Group Div Turning Point Brands, Inc.

Vice President Enterprise Systems (Miami Lakes, FL)

8/2018 - Present

Turning Point Brands (TPB) acquired International Vapor Group in August of 2018.

- Driving integration between multiple systems
- Consolidate architectures under common platforms including ERP, CRM, eCommerce, VOIP and Office solutions.
- Integrate data solutions to centralize and share data across multiple divisions and locations.

International Vapor Group, Inc.

Chief Technology Officer (Miami Lakes, FL)

4/2016 – 8/2018

International Vapor Group provides products that improve the quality of life of our customers through innovation and superior customer experience, while enabling success for our stakeholders. Brands include Vaporfi, which is also a franchise opportunity, Direct Vapor, South Beach Smoke and Eversmoke. Operations include online sales, informational websites, franchise stores, corporate stores and corporate telephone, video and systems.

- Responsible for driving product development, internal systems including ERP, CRM and eCommerce, technology infrastructure.
- Build talented team of developers, project managers, business analysts, quality assurance, help desk, support and IT infrastructure staff.
- Implemented new Microsoft Dynamics Navision ERP platform, having it customized to fit established highly efficient processes, integrating with our eCommerce platform and POS systems.
- Cut eCommerce and POS infrastructure costs by 50% in first 6 months by re-architecting the server and database farm while improving performance, stability and scalability of systems.
- Established and implemented improved systems security and PCI compliance.
- Developed and implemented tools and systems enabling other departments to perform tasks, promotions, merchandising and marketing within their departments reducing the dependency on development and IT to implement their visions and goals.

Careers Unbound Inc

Chief Marketing/Operations Officer (Tampa, FL)

5/2015 – 6/2016

Careers Unbound offers Software as a Service (SaaS) platform that connect employers and hiring managers to talented “recommended” candidates by matching skills against the position job description and analyzing the candidates personality using the IBM Watson system.

Lead all technology and systems operations, software development, team building, project management and internal telephony and technology.

YMJ Group LLC

Member of the Board, Previously CEO (NJ/OH)

Present

Small business B2C eCommerce site developed from conception to sales across multiple marketplaces and social media sites. Expanded fulfillment to integrated 3rd party warehouse and shipping locations as well as from main location. Concentrated sales to country and vintage style décor and related products.

- Continuing to build upon quickly expanding business.

- Currently operating two main B2C sites and multiple marketplaces.
- Currently migrating operations to other participants in Ohio.

Gabriels Technology Solutions

Vice President Technology (New York City)

3/2012 to 5/2014

Key member of executive team offering Enterprise level Software as a Service (SaaS) providing services and web presence for Real Estate companies, brokers, agents and media (newspapers, online advertising). Customers include Sotheby's International Real Estate and affiliate brokers, Christie's International Real Estate, New York Times, and Washington Post.

- Created Project Management Office (PMO) defining project process and governance.
- Established Steering committee and established project processes including project management and definition, design and development, quality assurance, release schedules and roadmap and change management.
- Approved and implemented Jira and modules for project management and development governance with business (operations) and sales.
- Implemented ITIL systems to manage terabytes of MLS data, broker provided data and images for property worldwide.
- Integrated 3rd party data resources including school data, estimated market values, previous sales information, taxation and condo requirements.
- Developed integrated CRM system offering for broker and agent clients. Developed system to dynamically establish and create property specific websites increasing SEO value without being penalized for duplicate content by search engines.
- Implemented online payment applications to handle property advertising for brokers and agent allowing media customers to offer immediate advertising opportunities in their publications, with integrated billing for established customers.
- Lead all software development activity in an agile environment; including scheduling (sprint planning), release processes and scheduling, quality control and database integrations.
- Assembled a team of highly talented professionals of 65 staff in New York, India and Romania in various departments.
- Responsible for 99.999 SLA of all systems and data for customers. Also handled all infrastructure for platforms, internal systems and applications, document sharing, CRM applications (including Salesforce) and security across all systems.

Anthony Yockey Consulting

Owner (NJ)

1/2009 to 3/2012

Operations, management and technology consulting services to eCommerce and eBusiness organizations.

Customers included:

eFashionSolutions: Continued with eFashionSolutions in a consulting capacity, including architecting, software development and maintenance of various frontend and backend systems for integration with vendors and clients. Designed and lead development of in house EDI platform and integrate with VAN and clients. Design interface with eBay for eBay's new FashionVault flash sale component, with ability to handle the high traffic that eBay generates. Inbound orders were generated at rates exceeding 350 orders per hour. Integrated marketplaces (such as Amazon, eBay and Buy) while enhanced merchandising and SEO/SEM strategies.

StyleTrek, Inc.: Consulting CTO. Define operations processes and develop platform integrating social media and ecommerce functionality in new fashion. Development of eCommerce, blog and Social Media platforms. Integrations with fulfillment services, supply chain and social media systems Responsible for all software development

Bonobos: Consulting CTO. Analyze business needs, recommending platform solutions. Identify candidates to fit the business and development platform needs.

Jewelry.com: Consulting CTO. Directed continued development on Java platform. Initiated migration to a Magneto platform. Evaluate and recommend operations processes and changes.

Send The Trend: Consulting CTO. Technology and operations consulting with SendTheTrend.com (Manhattan) migrating from Drupal and Ubercart to Magento and Wordpress for their platforms, integrate and development of new features and functionality including social media marketing.

eFashionSolutions LLC.

Chief Technology Officer and Chief Information Officer (Secaucus, NJ)

**10/2006 to
1/2009**

Key member of executive working directly with Board of Director for full service eCommerce solution provider that handles the web presence (Software as a Service platform), marketing, design, support (including call center) and fulfillment for well-known fashion industry designers as well as other companies. Intimately involved in overall operations and relations with senior management and board of directors. Responsible for all software development including front and back end systems and integrations.

- Scaled the company from into an environment that can easily and quickly adjust to increased clients, volume and traffic both on websites and through warehouse fulfillment operations.
- Defined IT and Development governance process by merging project managers into a Project Management Office, created Director level position to oversee company project managers and defined process for development and project roadmap. Defined project process including project planning, acquiring of requirements, ROI and risk analysis, project management tools for project planning and development management. Processes entailed relationship management with client, steering committee (multiple department heads), design, UI and development, quality assurance and testing and related change management.
- Re-engineered current ecommerce platform resulting in 65% less development time for new site launches and empowering departments and clients to perform tasks and bring them "live" immediately, trimming development resource requirements and time required for day to day changes and promotions. Allows for easy customization of platform for clients.
- Optimized IT infrastructure environment greatly increasing up-time and dramatically increasing performance and data integrity on websites, backend operations and internal IT systems.
- Defined system to streamline processes between receiving, photo studio, websites and clients for accurately tracking and making images available internally and externally.
- Negotiated and renegotiated vendor contracts resulting in annual cost savings, more beneficial alliances and augmented support and maintenance.
- Multiple Avaya VoIP Phone systems supporting customer call center and all internal telephones. Multiple client tracking across more than 30 inbound toll free numbers.
- Attracted, built, trained and mentored highly talented professionals in project management, user interfaces, backend (back office) development, databases, systems administration, network support, help desk, quality assurance and business analysts.
- As many as 8 direct and 45 indirect reports. Reported to CEO and Board of Directors.
- Managed annual budget ranging from \$4 million to \$10 million.

TECHNICAL EXPERTISE

A sampling of technical expertise is listed below.

Hardware

- Linux, Unix, Windows Servers, Exchange Servers, MS SQL, Endeca, MySQL clusters, VLAN's, load balancing, applications servers, Sharepoint servers, MS Project servers, RAID systems, SAN's, Firewalls (Cisco), VoIP Telephone Systems (primarily Avaya), VPN Concentrators, Small Business Server, Web Servers, eCommerce Servers, Active Directory, Cisco Routers, Switches, Wireless Access Points, AS400

Software

- Microsoft Office, Great Plains/Dynamics, ATG, IBM, SAP, Gentrans, Siebel Systems, ERP, CRM, BI, SCM, xCart, Interspire, Magento, Peoplesoft, Ultimate Software, Salesforce

EDUCATION

Graduated High School, 1974, Springfield in Holland Ohio

- Accelerated and Independent Course Studies; attended classes and studied at University of Toledo

United States Marine Corps, Millington, TN; Computer and Aviation Electronics

- Accelerated program, completed in 20% of normal allocated time

University of Toledo, Toledo, Ohio; Business and Psychology Courses

Davis College, Toledo, Ohio; Computer Science and Business Administration