
Information Technology Executive: CIO, CTO, Vice President

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| ✓ <i>Strategic Planning and Road Mapping</i> | ✓ <i>Team Building and Mentoring</i> |
| ✓ <i>IT Operations and Governance</i> | ✓ <i>Project Management</i> |
| ✓ <i>Application Development Management</i> | ✓ <i>Startup and Entrepreneurial Leadership</i> |
| ✓ <i>Infrastructure Modernization</i> | ✓ <i>Budget Management and Cost Control</i> |

Strategic, innovative, collaborative, technology leader, experienced in a wide variety of organizations both in industry and scale, including, established enterprise software organizations, sports leagues, media and start-up technology companies.

Hands on, entrepreneurial leader contributing to the transformation of businesses, with a focus on applying new and cutting-edge technologies to solve operational problems, while significantly reducing costs (ROI) and improving efficiency (KPI).

PROFESSIONAL EXPERIENCE

**TO THE MARKET
CTO and Advisor**

2018 - Present

Provide technical leadership in all aspects of the business, ensuring technologies are used efficiently, profitably and securely, utilizing specific and measurable, technical and financial goals to assess performance.

- Developed a Strategic Roadmap for all technical aspects of the company's strategy to ensure alignment with its business goals.
- Identified and deployed critical Supply Chain and Customer Relationship Management technologies to support the current and future business requirements.
- Directly manage external development teams in the design and creation of cutting-edge applications, including B2C and B2B web portals.
- Communicate with stakeholders, employees and customers to ensure the company's technologies are used appropriately.

NASCAR

2013 - 2018

Provided oversight and upgraded information technology, media operations and analytics to a state-of-the-art operation. Senior Leader of IT, accountable for the creation, development, execution, and supervision of all aspects of IT services, as well as all strategic and tactical initiatives required to support the overall organization's IT needs.

Managing Director, Competition Technology

2016 - 2018

Led the constantly evolving technology groups, providing oversight to the design, creation and deployment of traditional and cutting-edge technology platforms that work to eliminate downtime, reduce support requirements (KPI) while reducing manpower and travel cost creating substantial savings (ROI). Supervise 5 direct reports, total team of 70

- Directly managed the internal development team to retool all mission critical, competition software, greatly eliminating numerous issues of data delivery to all downstream consumers.
- Created cutting edge, cloud based, applications that used AI and BI to analyze race data and create visualizations for a senior management dashboard to oversee the officiating of races.
- Led the design and deployment of new more robust network infrastructure, eliminating outages and network downtime.
- Spearheaded design and deployment of a camera-based Pit Road Officiating system that greatly reduced manpower and travel costs by allowing teams to work remotely.
- Led the team to design and deploy a Next Generation Inspection Technologies, that significantly reduced daily manpower requirements.
- Cultivated and managed key strategic partners, including a multi-million-dollar partnership with Microsoft.

Managing Director, Technology, Media and Field Operations

2013 - 2016

Oversaw the NASCAR Productions' Technology Field and Media Operations group. Launched several new at track technologies that provided multiple consumers, including broadcasters, sports betting and race teams, access to previously unavailable data. Implemented new ways to utilize existing resources. Supervise 5 direct reports and a total team of 70.

- Implemented high speed at track internet WIFI connectivity previously unavailable. Resold connectivity to race tracks, broadcasters and teams generating significant incremental revenue.
- Led the design and deployment of the Teams Data Network that provide public and private data access, IPTV QAM video and internet access, greatly reducing the teams at track manpower.
- Created an at track mobile data center including high volume 10 gig network that became the at track technology hub for race teams, broadcasters and other consumers of trackside data
- Led the design and deployment of NASCAR's first racing web portal. FANS CHOICE, that provides global access to local racing
- Successfully reorganized at track and TV compound resources to facilitate better communications and accountability resulting in reduced overtime.
- Implemented a low-cost IP Camera network for video distribution to officials, race teams, and broadcasters, resulting in a significant savings to our partners

SoleraTec LLC / Constellation Solutions Group CA

2010-2013

Vice President Business Development and Technology Operations

A leading developer of archive, storage, and video lifecycle management products. Leveraging innovation, and technological advancement, they are the premier data protection solution provider in the industry. Member of the senior management team directly responsible for media and entertainment business. Worked directly with resellers and customers to gather product requirements. Established global premier reseller network that increased sales by over 50%. Directly responsible for the design and implementation of large-scale MAM projects. Established key technical and marketing relationships with partners including EMC, Apple and Adobe.

Worked with 3rd party partners to create new integrations and sales opportunities.

- Led the implementation of marque clients including David H Koch Theater, McDonalds, and Caterpillar
- Developed formal reseller training and implementation program.
- Implemented a formal client process for product development and feature requests which provide customers with a predictable and on time development efforts.
- Negotiated complex sales agreements at multiple levels with large media organizations

North Plains Systems, New York, NY

2008-2010

Vice President Media and Entertainment

The world's leading provider of rich media & digital asset management solutions. Its award-winning platform provides its 500+ customers with a suite of products designed to meet their diverse rich media needs. Member of the senior management team directly responsible for developing and executing the companies vision and strategy. Developed and executed the global media strategy resulting in new products, market segments and revenues streams. Manage all aspects of the media business, including engineering, product development, and global sales and marketing.

- Developed a \$25 million incremental pipeline and closed \$5 million in advance sales of product
- Managed the marketing resources and drove product branding and the creation of collateral and press materials
- Developed and executed annual, and long-term plans (3-5 year) plans including engineering specifications, capital expenditures, network infrastructure and staffing requirements

**Venaca, INC., / DVA Technology Inc. New York, NY
President, Chief Executive Officer**

2000-2008

An early industry startup, providing a Digital Asset Management platform for streamlining tape-to-file workflows and empowering the organization to source new content and capitalize on new revenue opportunities. Defined our core purpose and vision and successfully re-structured the merged companies resulting in a streamlined cost efficient operating entity. Aligned the technology with the organizational objectives. Assessed the strategic implications and developed and executed long range software development, sales and marketing plans.

- Ensured an effective drive for sales in triple digit annual revenue growth and a sales pipeline of \$20 million
- Developed long term staffing forecast to ensure growth of the organization from 6 to 50 employee•
Established first Board of Directors to ensure strategic guidance
- Identified potential Investors and led capital raising process resulting in \$5M in investments.

**SESAME WORKSHOP (formerly CHILDREN'S TELEVISION WORKSHOP), New York, NY 1997-2000
Vice President/Chief Information Officer**

Provided the overall leadership to restructure the Information Systems, Facilities and Technical Operations Groups to value-added, service functions, providing strategic counsel across multiple lines of complex businesses including Television Production, Publishing and Merchandising. Analyzed existing software systems supporting all lines business, resulting in the redesign or replacement of several key applications including Rights Licensing, General Ledger, Payroll and Digital Asset Management Managed staff of 60 with 5 direct reports

- Created and led the Workshop's first formal Information Systems group including application development.
- Established company-wide standards and introduced formal project management resulting in on-time on-budget implementation of technology and support.
- Renegotiated a complex lease resulting in a lower than market rent and concessions totaling \$7 million.
- Led the implementation of a digital asset repository of all video content, providing the production team with greatly improved access and retrieval of video segments for show production.

**DIGITAL NETWORK TELEVISION, INC., New York, NY 1995-1997
Vice President-Business Affairs and Operations**

Start-up software Development Company in partnership with MCI Telecommunications and Sun Microsystems, which created the nation's first interactive, broadband, digital video network serving the commercial market

**Q2 (A subsidiary of QVC, Inc.), Long Island City, NY 1994-1995
Director of Financial Operations/Information Systems & Technologies**

**WWOR-TV, Secaucus, NJ 1984 -1994
(1984-1991)**

EDUCATION

**LIU Post – Media Communications
The Center for the Media Arts – Technical Broadcast Operations**