

## PROFILE

Enthusiastic IT executive with a successful track record of implementing and managing information technology solutions for small, medium, and fortune 500 organizations.

Strong operational, management, and technical experience with an emphasis on improving workflows, streamlining development lifecycles, and increasing corporate security policies and procedures. Team-based management style, excellent interpersonal, and communication skills.

## Key Qualifications:

- Software Development Lifecycle
- Cloud Computing / Software as a Service
- Business Intelligence
- Information Security and Privacy
- Vendor Management
- Project / Program Management
- Enterprise Architecture
- Operations / Infrastructure Management
- Release and Configuration Management
- Operational Support

## INFORMATION TECHNOLOGY LEADERSHIP & IMPLEMENTATIONS

### **Telecommunication Company, Fort Lauderdale, FL**

**Vice President Information Technology** – (November 2015 - Present)

*A telecommunication company offering IPTV, high speed internet, VOIP and security product offerings.*

Responsible for overall information systems / technology platforms and departmental vision. Managed 40+ team members across multiple disciplines including:

- Software / Web programming
- Mobile computing
- Business Intelligence
- Infrastructure / Architecture
- Information Security
- Salesforce Administration

## Key Achievements:

### Software

- Designed and developed a native mobile app for Android and iOS devices which interfaced with billing, payment / provisioning (OSS/BSS) and IPTV platforms
- Deployed a company-wide customized collaboration tool (Jira/Confluence). Tool is now used by over 1,000 employees to organize tasks and improve process workflows
- Designed and deployed an enterprise invoice management system that managed 10,000+ invoices monthly and mapped each invoice to a departmental budget
- Reorganized the software development department to meet software industry best practices. The reorganization included:
  - Modified design strategy by implementing a service-oriented API architecture
  - Adoption of a regimented software development lifecycle
  - Implementation of an Agile methodology
  - Deployment and configuration of team collaboration tools for managing weekly sprints and shared documentation
  - Creation of standard documentation templates for requirement, design, and testing documentation
  - Standardization of coding framework and use of source control

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- Design and implementation of an automated testing platform for web and mobile applications
- Standardization of the release management procedures and implementation of automated software releases (continuous integration)
- Implementation of a service-based API architecture (SBA) to source all data interfaces through a standard and secure API interface

## Infrastructure

- Implemented a new CRM/Billing and provisioning (OSS/BSS) system supporting over 1000 employees and 100K + customers
- Implemented enterprise wide VMWare virtualization converting 100's of Linux and Windows back office servers
- Created a standardized backup and recovery model for all back office and customer facing servers
- Setup server monitoring and alerting for proactively monitoring health of production servers and services
- Designed purchasing system for streamlining procurement of all company inventory (capital and operating)
- Designed inventory and warehouse management solution for managing transfer of inventory between dozens of warehouses statewide and provisioned equipment leased to customers
- Purchasing, warehouse, inventory and invoicing system interfaced with Microsoft Dynamics ERP

## Business Intelligence

- Modeled and implemented the organizational structure for the new business intelligence department. New BI department now services the reporting and analytical needs of the entire corporation including internal and regulatory reporting. Implemented an operational data store / warehouse sourcing data from dozens of external systems using complex ETL packages
- Architected business intelligence guidelines and standardized reporting infrastructure using the Microsoft business intelligence stack
- Converted legacy reporting processes to best of breed
- Developed hundreds of operational and analytical reports which support the business needs of the entire corporation
- Designed and developed a budget reporting system that manages hundreds of enterprise and departmental budgets

## Salesforce

- Configured and supported 5 different sales divisions with 120 users
- Created custom accounts, buildings, and opportunity workflows to support unique departmental workflows
- Designed and developed custom automated process that interfaced Salesforce data to pro-forma data for new opportunities
- Implemented MapAnything components for overlaying sales lead data for new opportunities

## **Vitalz, Miami, FL**

**Executive Vice President / Chief Information Officer** – (June 2008 – August 2015)

*A health information technology vendor that provided a SaaS based portal that facilitated communication between patients and their physicians.*

Managed 45 team members spanning multiple departments responsible for managing the operations of a SaaS platform including:

- SDLC
- Business Intelligence and Analytics
- CRM / Support
- Infrastructure
- Privacy / Security / Compliance

## **Key Achievements:**

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- Responsible for the creation and implementation of company-wide technology objectives including the software development life cycle, IT operations/infrastructure, security infrastructure, release/configuration management, customer support/CRM, and change control management.
- IT policies and procedures complied with IT “best practices” from an independent IT audit.
- Managed team of domestic and international resources to develop software objectives using a combination of Agile and Waterfall project management methodologies.
- Worked with product team to gather all software functional requirements from stakeholders.
- Led architecture team in the creation and documentation of software business rules, web/.net architecture, database model, object technical specifications and user interface mockups.
- Implemented SDLC policy and procedures including implementation of team collaboration tools, source control, coding standards, code reviews, workflow processes, testing plans, change management procedures, software versioning and release configurations.
- Led the information technology infrastructure team in design and execution of a fully redundant software as a service solution in multiple tier-3 data center facilities to include network architecture, disaster recovery, sensitive data protection, and virtualization technologies. Results of infrastructure implementations led to maintaining a 99.99% uptime service level agreement with clients.
- Modeled relational data model consisting of hundreds of tables and thousands of database objects to match design specifications.
- Managed all technology vendor communications, procurement and implementations of vendor services.
- Held role of Chief Compliance Officer.
- Responsible for the creation, execution and maintenance of all HIPAA security and privacy policies.
- Successfully completed HIPAA audits by several external auditors and business associates which resulted in federal compliance.
- Led security team efforts in the implementation of an intrusion detection system (IDS), security information event manager (SIEM), network vulnerability scanner, and application vulnerability scanner.
- Zero security or privacy breaches of any data.
- Managed projects with legal team to ensure HIPAA privacy laws were integrated into the product.
- Led support team efforts to put in place 3 levels of support including direct consumer support and support for vendors/partners. Met all required support service level agreements with clients.
- Managed strategic planning and project management for annual communication to board of managers.
- Led effort in staff development and recruitment handing coordination and onboarding of new employees and contractors.

## **Geoffrey Baker Inc., Miami, FL**

**President and Owner** (March 2002 – June 2008)

*A professional service organization that provided strategic technology solutions for clients.*

Owned and managed a software consulting firm with a variety of clients in different verticals including transportation, e-commerce, avionics and telecommunication industries.

### **Key Achievements:**

- Managed all new business development and client relations.
- Created several custom US copyrighted software applications for clients in different industries.
- Worked with several clients to evaluate different software packages to determine buy vs build decision.
- Led SDLC project to upgrade a legacy DOS based road profiling application to a Windows application. Application is used by state department of transportation organizations to facilitate pavement management. Software included integration to several hardware devices including lasers, accelerometers, cameras and distance measuring devices. Software product ultimately saved client from going out of business.
- Managed the discovery and implementation of an e-commerce suite for a merchandising client in need of managing and selling thousands of inventoried items online.

- Managed an ERP installation, setup and maintenance that replaced manual work processes with digital work processes saving the company tens of thousands of dollars.
- Worked on several discovery engagements for different clients. Engagements included building business and financial plans to help customer understand the viability of technology solutions.

## **Adjoined Consulting Group, Miami, FL**

**Project Director / Technical Architect** (June 1999 – March 2002)

*A start-up industry-focused full-service management consulting and technology firm.*

Co-founder of a software consulting firm that specialized in providing professional services for both custom and packaged software solutions for their clients. Organization ultimately acquired by Cap Gemini.

### **Key Achievements:**

- Managed project team resources, deliverables, and budget during software evaluation and implementation.
- Responsible for identifying packaged software solution vendors, scheduling and facilitating vendor demonstrations, documenting software capabilities, and recommending a packaged software and implementation strategy to clients.
- Designing and implementing IT / data center infrastructures for clients.
- Acted as technical and functional liaison between the clients and the software vendors.
- Technical Architect that designed and developed custom software web and desktop applications for clients using a variety of different technologies that best met the client requirements.
- Managed project timelines, resources and software tools to ensure project success.
- Implemented full SDLC including documenting analysis, design, development, release, and roll-out strategies.
- Modeled, deployed, and administered database and database objects.

## **Artech Consulting Group, Miami, FL**

**Project Manager / Database Architect** (February 1998 – February 1999)

*A start-up full-service management consulting and technology firm.*

Project manager and database architect for professional service company that implemented custom applications for its customers.

### **Key Achievements:**

- Managed and implemented a custom software implementation for a Fortune 500 company.
- Led software development lifecycle to implement software on time and on budget.
- Software served to reuse inventory instead of disposing older inventory and saved the company millions of dollars annually.
- Designed and developed custom relational Oracle database.
- Application interfaced with Oracle financials using custom standard based interface.

## **Cambridge Technology Partners, Miami, FL**

**Technical Team Lead / Senior Programmer** (January 1996 – January 1998)

*A full-service management consulting and technology firm.*

Technical leader on several large enterprise engagements with Fortune 100 companies.

- Designed and prototyped a customer care application for a fortune 100 bank.
- Implemented an insurance underwriting application for a Fortune 50 insurance company that was used by over 500 customer service employees to generate and track insurance sales.
- Designed and developed a module that automated the printing and storing of quotations and binder letters.

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- Led a user interface project team that designed and developed a custom lead management system for the customer service representatives of a Fortune 100 natural gas provider. The system provided an external interface and import utility for generating sales leads from Dun and Bradstreet.

## **Education**

University of South Florida, Tampa, FL.

Bachelor of Business Administration • Management Information System

## **Certification**

Project Management Professional (PMP)