
TECHNOLOGY EXECUTIVE

EXECUTIVE PROFILE

Experienced executive with 18+ years of proven CTO experience. 25+ years developing scalable, high-volume transaction-based systems working for start-ups as well as Fortune 500 Companies. Business focused technology leader that uses the best technology to solve business problems and achieve business goals. Innovating solutions utilizing state-of-the-art development practices. A problem-solver skilled in grasping the big picture, conceptualizing, developing, and implementing solutions. Partner closely with board members, C-level executives and business leaders. Adept at finding the right balance between open-source and commercial software and the balance between on-shore and off-shore development.

- Executive Leadership
- Business Strategy & Execution
- Business Continuity
- Project & Contract Management
- Process, Performance & Quality Improvements
- Acquisitions & Contract Wins
- Large-Scale Systems Integration
- Start-up to IPO
- Team Building & Leadership
- Outsourcing & Offshoring
- Enterprise Architecture
- Open Source Development
- Software as a Service
- Mobile Development
- Big Data and Analytics
- Agile Development

PROFESSIONAL EXPERIENCE

Exaxis LLC, Basking Ridge, NJ **Principal**

January '19 – present

Technology Executive Consulting: Work across dozens of products to understand the problems they solve and make important technical decisions that will determine their long term viability. Identify technology trends and understand when to apply them - leveraging leading open source, SaaS, and AWS solutions to reduce the size and complexity of the product. Objectively define each product in terms of the market it serves and the technology it leverages. Uncover market-gaps or user pain-points specific to the domain of the product. Define Core Functionality which the product will implement to address each gap and pain-point. Help to evolve standardized processes to ensure high quality standards.

ProUnlimited, Menlo Park, CA **BSS Architect (Facebook)**

January '18 – December '18

Technology Consulting: Software architecture for a BSS/OSS system to support layer 2 fiber backhaul. Multi-country, multi-tenant architecture to provide shared backhaul services to MNOs. Implementation of the BSS/OSS web tier using react and node.js. Implementation of the BSS/OSS API gateway using scala, play and MongoDB.

NCR Corporation, Alpharetta, GA **CTO Small Business**

July '17 – January '18

CTO for the NCR Silver line of products. NCR Silver is a cloud-based payment, marketing and management solution for small and medium businesses. NCR Silver is deployed in 6 countries and 3 languages. Responsible for the development and testing organizations for the entire Silver suite of products. This includes mobile applications that run on iOS and Android, and back-office applications written in C#, .Net, SqlServer, Java, and Postgres. Analytics applications written with

Hadoop, Cassandra, and Kafka. Responsible for DevOps, IT OPS, and production support organization performing deployments in 5 countries. Owner of the technology roadmap and its direct support of the product roadmap and business goals.

Synchronoss Technologies, Bridgewater, NJ

EVP and EBU CTO

December '15 – July '17

CTO for the Enterprise Business Unit. Responsible for the Secure Mobile Platform and Universal ID products. Lead technical due diligence for M&A activity. Responsible for the integration of teams, products and technologies of acquired companies. Develop a unified EBU SDLC which incorporates the SDLCs of the acquired teams. Build a QA automation strategy to achieve maximum automation levels. Build relationships with system integrators for software implementation support. Develop an on-shore and off-shore development model using development partners in India, Poland, Belarus, and Ukraine. Create a dev ops group for deployment automation for cloud and on-premise implementations. Introduced Behavior Driven Development.

Responsible for Synchronoss' Big Data and Analytics group. Develop a comprehensive big data strategy for all Synchronoss products. Migrate disparate and proprietary big data and reporting technology stacks to a consolidated open-source stack. Champion big data initiatives within Synchronoss.

EVP and Chief Innovation Officer

December '11 – December '15

Built a global, multi-national development team responsible for building Synchronoss' Cloud products serving over 50 million B2C users. Pioneered the concept of global product development with local feature ownership reducing the risk/dependence on any one location. Lead technical due diligence for M&A activity. Responsible for the integration of teams, products and technologies of acquired companies. Developed a plan to refresh the technologies of the oldest products. Instituted a process to continuously review and replace outdated or under-performing technologies. Implemented an agile testing process which incorporates both automated and manual testing. Partner with Product Management to develop product roadmaps. Consult with sales on customer integration. Represent Synchronoss and its products at investor meetings, conferences, and trade shows. Present at Board of Director meetings on topics such as product strategy, product development, office consolidation, and operating expense reduction.

Exaxis LLC, Basking Ridge, NJ

Principal

June '07 – December '11

Provide IT Executive Leadership to clients. Develop an ad portal for a digital signage company. Perform architectural reviews. Implement best-in-class development processes. Architect and develop high-volume e-commerce platforms with international capabilities. Develop training materials, lesson plans, and provide technical training to members of technical staff located in the US and Europe. Assist Sales by developing and presenting client-oriented solutions. Assist in client implementations and configuration. Implemented an international B2B information exchange protocol saving my client \$50,000/yr. Perform application and database level performance analysis, provide, implement and test recommendations. Developed a data-mining application for the SEC's EDGAR database.

XFactor Communications, South Hackensack, NJ

Chief Information Officer

January '10 – November '10

Responsible for the Technology Vision for XFactor. Implement best-in-class development processes. Responsible for software and hardware selection. Architect and develop digital signage platforms with international capabilities. Assist Sales by developing and presenting client-oriented solutions. Assist in client implementations and configuration.

LiveProcess, Verona, NJ

Chief Technology Officer

September '06 – August '08

Responsible for the Technology Vision for LiveProcess. Worked with the CEO on business planning and strategy. Present to existing and potential investors. Meet with customers to demonstrate company

product and capabilities. Develop system integration plans with customers. Budgetary and managerial responsibility for an organization that consists of R&D, QA, Reporting and Datacenter Services.

Responsible for overall application and information architecture for the entire platform. Designed an Open-Source Enterprise Architecture consisting of Java, PHP, Resin, MySQL, and Linux. Integrated open-source persistence, user authentication, and scheduling libraries using Java Enterprise Edition. Designed and developed a web application framework using PHP and its object-oriented capabilities. Pioneered the use of a Java-based PHP servlet from Caucho.

Synchronoss Technologies, Bridgewater, NJ
Chief Technology Officer

August '00 – September '06

Worked with CEO to develop initial business plan. Accompanied CEO on “road shows” to present the business plan to potential investors. Raised \$34 Million in Series A funding. Participate and present at Board of Directors meetings. Define and evangelize the technology direction for the company. Built an R&D organization from nothing to 90+ on-shore and offshore developers and testers. Built a platform that allowed Synchronoss to grow from \$1M to \$50M and an IPO in under 6 years supporting clients including AT&T Wireless, Vonage, Cablevision, and Apple. Budgetary and managerial responsibility for an organization that consists of R&D, QA, Helpdesk, Reporting and Datacenter Services. Responsible for overall application and information architecture for the entire platform. Personally developed a high throughput, lightweight Java persistence engine supporting over 100,000 database transactions daily. This platform was used to activate Apple’s iPhone.

Dendrite International, Morristown, NJ
Group Technical Project Manager

June '98 – August '00

Managed a group, consisting of 3 managers and approximately 30 programmers, that customized Dendrite’s client/server sales force effectiveness systems for Dendrite’s largest client. Supported approximately 7,000 sales representatives, in an ASP model. Managed all aspects of the product life cycle including: application architecture, requirements gathering, specification development, time & costs, software development, and testing. Personally developed a SQL pre-processor, which increased application throughput by 100%.

Sapient Corporation, Jersey City, NJ
Architect

March '98 – June '98

Responsible for translating a client's complex business problems into innovative technical solutions. Acted as both manager and mentor to developers to ensure both project completion and the individual’s personal growth. Developed time and cost estimates for projects. Performed analysis to ensure seamless integration of legacy systems to a NT platform.

Vertek Corporation, Murray Hill, NJ
Director Consulting Services

October '94 – March '98

Developed the PC and Client/Server consulting practice. Defined and implemented software development processes. Responsible for the system architecture of Business Solutions. Functioned as the Chief Technology Officer by setting the technology direction for both clients and Vertek. Provided Enterprise Architecture Planning for AT&T and MCI. Manage Business Consultants that perform needs analysis for clients, document client requirements, and develop prototypes. Accountable for the Profit and Loss of Consulting Services. Work closely with Sales and Marketing to provide Sales Engineering support, which includes demos, presentations, and white papers. Developed a HTTPS gateway in Visual C++ and the Lotus Notes C++ API for Lotus Notes Databases running under Domino. Developed a Document Management Application in Visual C++, MFC, and Lotus Notes API that allows web authors to store HTML documents in a Lotus Notes Database. Enhanced the Microsoft PostScript Device Driver for NT 3.51 to add support for custom true-type fonts.

Dendrite International, Morristown, NJ**Technical Project Leader***December '93 – October '94*

Managed a group of five programmers that developed client/server sales force effectiveness systems for the pharmaceutical industry. Managed all aspects of the product life cycle including: requirements gathering, specification development, time & costs, software development, and testing. Supported Sales by performing product demonstrations and presenting corporate overviews to prospective clients. Developed PC memory management software in C++ and 80x86 Assembler. Developed a data conversion utility in GNU C++ on AIX to convert INFORMIX stored data into a fixed record length format to be imported into IBM DB/2. Developed a token-based interpreter in C++.

AT&T, East Brunswick, NJ**Project Leader***May '89 – December '93*

Managed a group of six programmers and two analysts. Responsible for the design, architecture, and implementation of three-tier client/server workstation platform. The platform integrated MS-DOS, MS-Windows, Word for Windows, Excel, LAN Manager, Access, ODBC, Powerbuilder, Sybase, Watcom SQL, DB2, CICS, IMS, TCP/IP, bisync and asynchronous terminal emulation. Managed the design, development and implementation of productivity enhancing applications. Developed a Program Manager replacement for Windows 3.1. Developed memory management software in C and 80x86 Assembler. Developed a Call Analysis package in C. Implemented the LZW compression algorithm. Optimized screen drawing routines using 80x86 Assembler. Developed a keyboard-driver in 80x86 Assembler to provide 3270 emulation on a IBM-PC Keyboard.

ISC Systems, Rockville, MD**Systems Engineer***May '87 – May '89*

Developed banking teller applications in Z-80 Assembler and Pascal. Developed a printer-driver in C to support a proprietary passbook printer. Developed a Signature display module in Pascal.

EDUCATION

Drexel University, Philadelphia, PA
Master of Science Computer Science

May '16

Seton Hall University, South Orange, NJ
Master of Arts Corporate and Public Communication

May '06

Fairfield University, Fairfield, CT
Bachelor of Science Mathematics and Computer Science

May '87

ACHIEVEMENTS

May 2009. Elected member of Upsilon Pi Epsilon (UPE). UPE is the International Honor Society for the Computing and Information Disciplines.

Berry, D. E. (2006). *Hiring Process for Software Developers that Identifies both Cultural and Technical Fit*. Thesis. (M.A.). Seton Hall University.

Berry, D. E. (2004). *Building Data Access Objects (DAOs). Strategies and Lessons Learned*. Paper presented at the conference of JavaOne 2004. San Francisco, CA.

Berry, D. (2000). Combining Boyer-Moore String Search with Regular Expressions. *C/C++ Users Journal*, 18(6), 32-37. (<http://www.ddj.com/cpp/184401244>).