

# Anthony S. Yockey

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Miami/Fort Lauderdale, Florida

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## 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.

### EXECUTIVE TECHNOLOGY & OPERATIONS COMPETENCIES

- Corporate Development
- Strategic Planning and Assessment
- Organizational Change
- Software Development
- Team Building & Recruitment
- Business Process
- Client and Customer Relationship
- Strategic Partnerships
- Business Continuity Planning
- Vendor Management
- Disaster Planning / Business Continuity
- Project Planning

### 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.
- 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 – 9/2019**

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

- Integrated disparate ERP, SCM, VOIP and eCommerce enterprise systems
- Establish processes to ship B2B and B2C from multiple warehouse locations
- 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**

Brands include Vaporfi, which is also a franchise opportunity, Direct Vapor, and South Beach Smoke. Operations include online sales, informational websites, franchise stores, corporate stores and corporate telephone, video and systems.

- 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 candidate’s 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 3<sup>rd</sup> party warehouse and shipping locations as well as from main location.

## **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.

- Established 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

## **EDUCATION**

Graduated High School, 1974, Springfield in Holland Ohio

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

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

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