**BEN PORCH** 5823 Bowen Daniel Drive, #904 • Tampa, FL 33616

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Record of leveraging cutting-edge technology strategies into increased revenue and reduced costs for industry leaders and startups including Q Interactive, Cendant CorporationandDeloitte. History of collaborating with executive team on setting strategic technology direction to align with corporate vision and revenue goals.

Notable strengths include building and leveraging cross-functional, cross-business-unit infrastructures; enabling smart teams to implement latest generation cloud-based technology, global enterprise business processes; maximizing competitive advantage and returns on technology investments. Core competencies include:

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| * P&L | * SaaS / IaaS / PaaS | * Integration & Consolidation |
| * 24/7 Operations | * Strategic Planning | * Acquisition Due Diligence |
| * Process Improvement | * Design & Architecture | * Customer Experience |
| * Cloud / Hosting Management | * Vendor Management | * Team Building & Leadership |

**SELECT ACCOMPLISHMENTS**

**Drove business critical results from key technology projects contributing to the growth and ultimate sale of LeadingResponse from Huron Capital to ICV Partners in less than 3 years.** While Huron’s investment in LeadingResponse had exceeded 5 years, the immediate focus was defining a technology strategy to streamline, integrate and enhance the technology capabilities and service offerings to create a competitive advantage, simplify operation support and enable business metrics to fine tune product mix and staffing requirements.

**Designed and implemented a business intelligence warehouse and integrated business portal at LeadingResponse in less than 1 year.** Selected external partners to execute a strategic vision to delivery mission critical analytics to a role-based secure enterprise portal driving valuable insights that added 15% in sales less than 3 months from implementation. Client ROI analysis, marketing performance breakdown and consumer demographic response evaluation enabled sales team members to improve client targeting, customize client offerings without a hit to margins and enhance consumer lead generation based on newly created business intelligence.

**Developed IT system enhancements and projects, driving $20M in annual revenue increase at Q Interactive.** Directed initiatives to improve search engine optimization methods, improving volume and quality of web site traffic. Delivered system that resulted in a 20% increase in retail partners and 35% increase in publisher partners.

**Performed due diligence and integration of acquisition, increasing annual revenue by $3M.** Evaluated several email marketing companies for fit and scalability to achieve business objectives for Q Interactive. Selected email marketing firm that had patented double-opt technology, the resulting integration increased outbound mail by 55%.

**Deployed multiple mission critical web-based revenue generating projects, increasing Wyndham’s sales $55M.** Projects enabled new revenue channels, superior customer service, and enhanced company branding – combined projects improved sales 15% and reduced website management costs 60%.

**CAREER HISTORY**

**Digital Media Solutions, LLC**  **2018 to 2019**

*A data-driven customer acquisition business that delivers scalable, sustainable and measurable marketing results. The precision performance marketing solutions connect the right consumers with the right offers at the right time to achieve client marketing objectives.*

**Interim Chief Technology Officer** – Technology Strategy / Systems Architecture and Development

Hired to evaluate existing business system architectures, infrastructure and integrations. Based on this evaluation, developed and implemented strategic plans to position Digital Media Solutions for a Private Equity purchase.

* Evaluated business requirements, selected and implemented several core business systems to enhance operational efficiencies and improve transaction data tracking. System implementations included: Five9 Call Center Dialer, Salesforce CRM, NetSuite accounting, Mimecast email security, KnowBe4 security awareness training and migration of infrastructure to Amazon Web Services.
* Identified redundant internally developed applications resulting from several acquisitions that could be merged to a single platform reducing operation and support costs. As part of the evaluation, worked with business stakeholders to determine long term requirements, identify best of breed solution and planned migration to a single platform to eliminating redundant systems and resources.
* Assessed internal technology practices. To address loose, undocumented practices, selected agile tools to improve project methodology, quality assurance measures, design and architecture definition, version control and deployment steps.

**LeadingResponse, LLC** **2014 to 2018**

*A client acquisition and lead generation business focused on the financial advisor community partnering with major investment houses including Merrill Lynch, Wells Fargo, Prudential and Jackson National*

**Chief Technology Officer/Vice President** – Technology Strategy / Operations / Systems Architecture and Development

Manage IT budget of $20M in capital expenditure and provide leadership and support to 5 senior-level team leaders managing projects and task assignments for 60 professional staff consisting of internal and external resources.

* Defined and executed overarching strategic plan enabling a 2-year vision for tactical and business-optimization projects in support of an enterprise portal that redefines existing business operations and replaces multiple legacy, non-integrated systems.
* Performed several due-diligence initiatives in support of strategic acquisitions of “tuck-in” businesses that extended customer product offerings and enhanced overall company value to Private Equity parent.

**Q INTERACTIVE, LLC** **2007 to 2014**

*Startup $200M affiliate marketing and lead generation business focused on interactive digital marketing solutions and marketing partner acquisition / United States & Canada*

**Vice President** – Systems Development / Operations / Technology Strategy

Implemented IT governance and technology lifecycle management while maximizing annual $15M technology spend including 90 professionals, a Miami based Data Center and supporting infrastructure. Responsible for managing full lifecycle delivery and operation functions including, Solution Architecture, Development, Project Management Office, Requirements Analysis, Quality Assurance, System Administration and Help Desk.

* Partnered with business leaders to develop short- and longer-term technology and mobile strategies, providing end-to-end support, increasing customer satisfaction from 55% to 85% over a 3-month rollout.
* Led due diligence of several “tuck-in” business acquisitions, integrations and platform migrations.
* Directed architecture team in designing new functionality, expanding into new ecommerce categories including ‘Daily Deals’, ‘Group Buying’, ‘Coupon’ & ‘Deal Aggregation’. Re-engineered business site (www.Coolsavings.com).
* Drove system up time to 99.9% across hundreds of domains.
* Leveraged Amazon’s Elastic Cloud Compute (EC2) framework to support high volume sites with large swings in traffic volumes responding to TV advertising.
* Designed and deployed several proprietary SaaS utilities, optimizing Cost-per-click (CPC), Cost-per-lead (CPL) and Cost-per-Action (CPA) advertisements leveraged by hundreds of affiliate marketing partners.

**SUBSIDIARY COMPANIES OF CENDANT CORPORATION** **1995 to 2007**

*Formed through strategic acquisitions; subsequently spinning off companies and becoming Avis Budget Group Inc.*

**Senior Vice President** – Application Engineering & Architecture, **Wyndham Vacation Ownership** (2005 to 2007)

*Wyndham is the world’s largest developer of points-based vacation ownership products / United States, Canada, Mexico, the Caribbean and the South Pacific*

Managed IT budget of $32M in capital expenditure and provide leadership and support to 5 senior-level team leaders managing projects and task assignments for 80 professional staff.

* Developed and executed overarching technology strategy enabling 3-year vision for tactical and strategic project mapping in support of “design big, build small” approach.
* Directed full-rebranding project of the primary Wyndham Vacation Ownership website, maximizing brand recognition, including new revenue generating websites to sell unused available resort inventory. (Nominated for “Technology Game Changer” Award).
* Oversaw development of Microsoft SharePoint portal, enabling project collaboration. Integrated customer website feedback, applying a context-sensitive capture to organize information for use in future website enhancements.

**Vice President** – Strategic Technology Group, **Cendant Corporate** (2001 to 2005)

*Cendant’s corporate function provided various shared-service functions including oversight of the 22+ subsidiary companies’ technology investment strategies / Global Operations*

Evaluated overall Cendant technology spend of $1.5B, maximizing technology investment across the 22 synergistic companies. Directed 4 team leaders managing a professional staff of 35 employees.

* Formed and led development task team to redesign central reservation and property management systems for Cendant’s Hotel Division (i.e. Wyndham, Ramada, Days Inn, Wingate and Howard Johnson).
* Created interfaces for a newly implemented data warehouse and rewards program.

**Senior Director** – eCommerce / Application Development, **PHH Arval** (1995 to 2001)

*PHH Arval provides outsourced Vehicle Fleet Management Services / United States & Canada*

Managed $15M budget and 40 employees through 5 direct reports while overseeing software design, development, and quality assurance. Played active role in IT Program Office strategic planning, including project road maps.

* Developed award-winning global extranet (PHH Interactive™) and e-Commerce applications interacting with major fleet suppliers – Ford, General Motors, OnStar, MapQuest, and Goodyear.
* Captured and stored wirelessly transmitted engine diagnostics, combined GPS data with asset information, and created a “subscription” interface to enable real-time push of exception transactions via email, pager, and web-based functionality. Leveraged across Cendant subsidiaries, AVIS and Budget Car Rental.

**Earlier:** Application Development Manager at United States Fidelity & Guarantee and Residential Services Corporation; Deloitte & Touche, Managing Consultant; and U.S. Department of Labor, Sr. Systems Analyst.

**PROFESSIONAL AWARDS**

• CIO-100 – Innovative Business Practices and Services

• InfoWorld 100 – Top Information Technology Innovators

• CIO-100 – Outstanding Customer Relationship Management

• ComputerWorld Smithsonian Laureate Medal

• Information Week Top 100 e-Business Leaders

**EDUCATION**

**MS,** Advanced Technologies / IT Systems, Johns Hopkins University

**BA,** Criminal Justice / Information Systems,American University