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Summary

Effective and Accountable in High-Profile Executive Roles: Overcome complex business challenges and make high stakes decisions using experience-backed judgment, strong work ethic and irreproachable integrity. Respected as a proponent of empowerment and accountability.

Corporate Strategy & Development Specialist: Recognized as a visionary, strategist and tactician. Consistent record of delivering extraordinary results in growth, revenue, operational performance, and profitability. Heavy transaction background including financing, mergers and acquisitions, and sale of company.

Consistently Deliver Mission-Critical Results: Driven by a visceral "hard-wired" need to strategize, to innovate, and to disprove the words "It can't be done!" Gifted with the vision, determination, and skills needed for high-level revenue-building strategies and tactics.

Strong Orientations in Operations and Finance: Participate in high-level operational initiatives, including infrastructural design, process re-engineering, turnaround management, and reorganization. As an innovative investor use instincts, insight, judgment, experience and timing to succeed no matter how tough the deal.

Respect and Leverage Human Capital: Motivate, mentor and lead talented professionals. Live the culture and lead by example. Direct cross-functional teams using interactive and motivational leadership that spurs people to willingly give 100% effort and loyalty.

Specialties: Visionary, Strategy, Execution, Leadership, Mergers, Acquisitions, Startup, Negotiating Skills, Risk Management, Business Development, Capitalization Strategies, Investor, Analyst, Board Relations, Executive Advisory, Decision Support

Experience



Information Technology Consultant

Information Technology Consultant

May 2013 - Present (7 years 11 months +)

Outstanding production experience and demonstrated expertise managing high-end projects in deadline-oriented environments.

Proven ability to analyze operations and information technology capabilities to spot untapped opportunities to reposition for growth, improve effectiveness and efficiency. Strong history of identifying and assembling talented teams that effect change by bringing strategic plans into operational reality. Consistently deliver mission-critical results – driven by a visceral “hard-wired” need to strategize, to innovate and to disprove those who would say, “It can’t be done!” Gifted with the vision, determination and skills needed for high-level revenue-building strategies and tactics.



Co-Founder

e8, Inc.

May 2019 - Aug 2020 (1 year 4 months)

Co-Founder, Chief 'White Hat' Hacker and Technology Officer providing executive leadership as head of IT. Responsible for all aspects of strategic IT planning, implementation, and support worldwide as an integral component of our business plan.

- Leverage industry-leading exclusive technologies resulting in unparalleled performance driven solutions.
- Transformed IT into a strategic business partner.
- Manage and delivered multiple large scale projects on time and within budget.
- Responsible for budgeting, design and support of all technologies.



Chief Executive Officer

AdFactor, Inc.

Sep 2008 - Jun 2013 (4 years 10 months)

Developed and implemented innovative business concept to address under-served niche market, and integrated new model with white-label / franchise potential.

Transitioned company from a family owned business to a merger and acquisition of three businesses into one, followed by a management buyout with an Investment Banker.

Led the company in an aggressive, strategic startup effort that took the company from less than \$25,000 annually to more than \$3,000,000 in annual sales in less than 3-year(s).

Developed and implemented web site UI and a custom paired suite of online tools and digital resources designed to maximize market exposure and click to conversion metrics, while enhancing our existing client's overall support usability experience.

Developed and implemented brand strategies and statistics systems across all brands.

Led several major facility expansion projects to accommodate for rapid growth.

Expanded and opened regional offices in Melbourne, Merritt Island, Cocoa and Mobile.



Chief Executive Officer, Web Designer and Internet Architect

Down By The River, LLC.

Sep 2008 - Feb 2011 (2 years 6 months)

Responsible for managing full service print and web design agency, providing strategic leadership to team of four design professionals. Lead design direction, maintain client relationships and manage all sales efforts.

Founded and have grown this agency with the mission to provide exceptional design and branding services to small businesses.

Responsible for developing brand and corporate identities, web sites, advertisements, annual reports and sales collateral for clients in retail, professional services, high-tech and fashion industries.



Chief Technology Officer

EDEMOGRAPHIC, INC.

Jun 2007 - Sep 2008 (1 year 4 months)

Assured the successful execution of the company's business mission through development and deployment of the company's web presence. This requires envisioning the company's service offerings as a web-based business.

In partnership with the company's founder, identified opportunities and risks for delivering the company's services as a web-based business, including identification of competitive services, opportunities for innovation, and assessment of marketplace obstacles and technical hurdles to the business success.

Responsible for identifying technology trends and evolving social behavior that may support or impede the success of the business.

Evaluated and identified appropriate technology platforms (including web application frameworks and the deployment stack) for delivering the company's services.

Led strategic planning to achieve business goals by identifying and prioritizing development initiatives and setting timetables for the evaluation, development, and deployment of all web-based services.

Participated as a member of the senior management team in establishing governance processes of direction and control to ensure that objectives are achieved, risks are managed appropriately and the organization's resources were used responsibly, particularly in the areas of software development, office networks and computers.

Collaborated with appropriate departments to assess and recommend technologies that supported company's organizational needs.

Established a governance process that meets government, partner, and company expectations for customer information privacy.

Directed development and execution of an enterprise-wide information security plan that protects the confidentiality, integrity, and availability of the company's data and servers.

Directed development and execution of an enterprise-wide disaster recovery and business continuity plan.

Education



Harvard University

Computer Science

2020 - Present

Professional Certificate: Computer Science for Web Programming



Dutchess Community College

Business Management, Computer Science



Full Sail University

Web Design and Development

Licenses & Certifications



CPR and AED - American Heart Association

Issued Oct 2013 - Expires Oct 2015

Skills

SEO • Web Design • Web Development • Start-ups • Negotiation • Mergers • Risk Management •
Investors • Networking • Entrepreneurship

Honors & Awards



Credentials of Ministry - Universal Life Church

Feb 2007