Brian Fending

Strategic technology executive specializing in governance, compliance, and product innovation

46 Janice Place, Hamburg, NY 14075 | +1 (716) 903-2659 | brianfending@gmail.com

SUMMARY

Technology executive driving revenue growth and digital transformation through strategic IT investments, enterprise governance, and AI innovation. Proven track record of board-level leadership, international compliance management, and scaling digital operations from startup through enterprise levels. Known for leading cross-functional teams, optimizing vendor relationships, and transforming GRC to enhance operational efficiency and regulatory compliance.

CORE COMPETENCIES

Technology Leadership: Digital Strategy, IT Strategy, Digital Transformation, Cloud & Infrastructure (AWS, Azure), Business Intelligence & Analytics

Governance & Compliance: IT Governance, Cybersecurity, Enterprise Risk Management, IT Operations, Compliance (GDPR, NIST 800-171, US Data Privacy Compliance, KSA PDPL)

Business & Operations: Board Governance, Cross-Functional Leadership, Product Development, Vendor & Stakeholder Management, Cost Optimization, AI & Automation Initiatives

EXPERIENCE

American Association for Physician Leadership (AAPL)

Tampa, FL and Washington, DC

CIO | *January 2020 – March 2025*

Led enterprise IT strategy, governance, and digital transformation, overseeing cloud infrastructure, cybersecurity, and business intelligence operations for an $8 million online revenue stream.

- Oversaw online learning and transactional platforms responsible for 8**0% of org revenue.**
- Spearheaded **AI initiatives** with early adoption of internal AI models, followed by robust governance and inclusion of AI-driven features in customer-facing product development.
- Established comprehensive **IT governance frameworks**, ensuring compliance with industry standards and enhancing data security, allowing for growth into foreign markets **increasing sales pipeline by 20%**.
- Managed a hybrid IT team of direct reports and multiple MSP and development partners, delivering scalable infrastructure to support growth.
- **Formulated and executed cloud strategy** and migrated all IT infrastructure to Azure and a robust SaaS/PaaS fabric, improving system resilience, scalability, and remote workforce enablement, **reducing IT spend by 30%**.

AAPL (continued)

- Designed and delivered Technical Skills Assessment product, completing assessment portfolio to **capture full physician competency spectrum and expand revenue opportunities**.
- **Strengthened cybersecurity posture**, implementing several globally-oriented policies, multi-factor authentication (MFA), and continuous risk assessment and compliance frameworks (US Data Privacy regulations, GDPR, KSA/PDPL).
- **Optimized IT vendor strategy**, renegotiating contracts and consolidating services to reduce costs and improve service levels.
- **Managed to 99.9% uptime SLA** for critical internal- and external-facing systems, for applications and infrastructure serving **3,000 MAU**.
- **Regular board, Executive Committee, and Audit & Risk Committee participation**, presenting IT strategic updates, cybersecurity assessments, and digital transformation progress to board of directors.

SVP, Information Technology | *January 2019 – January 2020*

- Managed IT infrastructure, audits, and technology initiatives to ensure **system resilience and readiness for growth**.
- **Initiated comprehensive cloud migration strategy** and IT governance framework development.
- Directed IT staff and led projects to **improve service delivery, optimize systems**, and prepare the organization with future-facing technology and **risk postures**.
- Implemented Salesforce CRM and Hubspot marketing automation, **reducing direct expense by $180,000 annually** as compared to legacy solutions.
- **Promoted to CIO based on strategic technology leadership and operational excellence.**

CrowdBouncer

CTO | *February 2013 – December 2014*

Designed and launched an **API-delivered compliance platform**, enabling secure, automated verification for equity crowdfunding transactions.

- **Developed and implemented CrowdSIP protocol**, creating a scalable infrastructure for a secondary equity crowdfunding market.
- **Helped to secure $600K Series A funding**, managing all IT-related investments and strategic direction.
- **Built a high-availability, distributed API**, ensuring secure transactions for exposed services via Apigee.

Strategic Technology Consulting Practices

Operating as Fending Group, Monster Assembly, and MADE, Inc.

Principal/Owner | *April 2010 – December 2018*

Led strategic technology consulting practice serving enterprise clients across multiple industries, scaling from startup advisory to full product development lifecycle management. Practice evolved from lean application

Consulting Practices (continued)

development (Fending Group) to comprehensive product development (Monster Assembly) to fractional IT executive services (MADE, Inc.).

- Grew practice to $600K in annual revenue, leading 100+ technology projects across multiple verticals.
- Designed architecture for world's first at-scale iPad ordering system at JFK T5, custom integration with Micros POS (OTG Management, 2011)
- Developed proprietary solutions including graph-based CMS combining Neo4j and Lucene (Doolli, Inc., 2012)
- Transitioned practice to focus on IT strategy and GRC for enterprise clients

Black Squirrel Distillery

Cofounder | VP, Product Development | *August 2013 – September 2019*

Built a **successful craft distillery from concept to commercialization**, launching four unique spirits into retail and distribution.

- **Developed operational and product standards** to optimize production and quality control, s**caled sales to 4,000 cases annually**, and drove growth through direct and channel distribution strategies.
- **Exited via sale to Lafayette Distilling (Buffalo, NY).**

PROFESSIONAL AFFILIATIONS

- Information Systems Audit and Control Association (ISACA)
- Product Development & Management Association (PDMA)
- Project Management Institute (PMI)
- Association for Talent Development (ATD)
    - Vice President of Membership, ATD Buffalo Chapter (2025-2026)

EDUCATION & CERTIFICATIONS

Certified Information Security Manager (CISM)

Miami University, Oxford, OH — MM
Aug 1996 – Dec 1999

State University of New York at Fredonia, Fredonia, NY — BM
Aug 1992 – May 1996