

# Brian Fending

*Strategic technology executive specializing in governance, compliance, and enterprise systems*

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## Summary

Technology executive with 15+ years of enterprise leadership experience building scalable governance frameworks that enable business growth while maintaining regulatory compliance. Proven track record of board-level technology strategy, international expansion, and AI implementation across enterprise sectors including finance, healthcare, hospitality, publishing, and government. Expert in translating complex technical requirements into business outcomes through cross-functional leadership and stakeholder management.

## Core Competencies

**Technology Leadership:** Enterprise Architecture, Digital Transformation, Cloud Strategy & Migration, Platform Integration, AI Governance & Implementation, Complex Systems Integration

**Governance & Risk Management:** IT Governance, Enterprise Risk Management, Cybersecurity Strategy, Multi-Jurisdictional Compliance (GDPR, KSA PDPL, US Data Privacy, PCI DSS), Third-Party Risk Management, Audit & Controls

**Executive Leadership:** Board Governance, Cross-Functional Team Leadership, Vendor & Stakeholder Management, P&L Management, Cost Optimization, Strategic Planning

## Professional Experience

### American Association for Physician Leadership (AAPL) | Tampa, FL and Washington, DC

**Chief Information Officer** | January 2020 – March 2025

Led enterprise technology strategy and governance for healthcare organization, overseeing business-critical platforms while maintaining enterprise-grade system reliability.

- **International Expansion:** Established IT governance frameworks supporting multi-jurisdictional compliance (GDPR, KSA PDPL, US Data Privacy), enabling 20% sales pipeline growth into new regulated markets
- **AI Governance Leadership:** Pioneered enterprise AI adoption strategy with comprehensive governance frameworks, launching pilots and then rolling out to IT, HR, and Marketing functions
- **Digital Transformation:** Orchestrated cloud migration to Azure architecture reducing IT spend by 30% while strengthening security posture and implementing enterprise-grade monitoring
- **DevOps & Platform Development:** Integrated security controls across CI/CD pipelines and development lifecycle, establishing secure-by-design principles for customer-facing platform development
- **Cybersecurity Program:** Built comprehensive cybersecurity program including continuous risk assessment, third-party risk management, and security controls
- **Executive Communication:** Presented regularly to Executive Committee and Audit & Risk Committee on IT strategy, enterprise risk posture, and compliance status

## Senior VP, Information Technology | January 2019 – January 2020

Modernized enterprise infrastructure and established governance frameworks for scalable technology operations.

- **Platform Integration:** Led comprehensive HubSpot and Salesforce CRM implementations, establishing integrated customer data platform and automated workflow systems
- **Governance Framework:** Established enterprise IT audit, disaster recovery, and compliance frameworks aligned with COBIT standards following external governance assessment, enabling successful cyber insurance procurement
- **Vendor Optimization:** Streamlined technology stack through strategic vendor evaluation and platform consolidation, improving operational efficiency while reducing complexity

## Strategic Technology Consulting Practices | Buffalo, NY

Principal/Owner | April 2010 – December 2018

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

Led technology consulting practices focused on enterprise architecture, governance frameworks, and complex systems integration across healthcare, government, and enterprise sectors.

- **Enterprise Architecture:** Designed world's first at-scale iPad ordering system at JFK Terminal 5, managing complex integration with legacy POS systems and real-time inventory management (OTG Management, 2011)
- **Platform Development:** Built proprietary graph-based content management systems combining Neo4j and Lucene technologies for enterprise content discovery and workflow optimization
- **Cross-Platform Mobile Development:** Led mobile application development initiatives across 100+ projects spanning iOS, Android, and hybrid platforms for both startups and enterprise clients
- **Financial Services Compliance:** Built API-based regulatory compliance platform for fintech client, including automated investor verification, AML/KYC, and SEC- and FINRA-compliant services
- **Fractional Executive Services:** Delivered CTO/CIO leadership providing IT governance, compliance frameworks, vendor management, and strategic technology planning
- **AAPL Engagement (2017-2018):** Led HubSpot deployment and Salesforce CRM implementation establishing integrated customer data platform that directly led to full-time executive role
- **Multi-Industry Expertise:** Specialized in healthcare, manufacturing, financial services, and government sectors with pattern recognition for scaling challenges and regulatory compliance

## BuildingGreen, LLC | Brattleboro, VT

Senior Web Developer | 2007 – 2010

Led enterprise platform development for digital publishing serving green building professionals and federal agencies.

- **Federal Platform Development:** Principal developer for High Performance Buildings Database (U.S. Department of Energy) and LEEDUser.com launch in partnership with USGBC

- **Enterprise Publishing:** Managed development of content management systems and subscription platforms creating new revenue streams for technical professional audiences
- **Information Architecture:** Led platform strategy for sustainable design tools and regulatory resources used by architects, facilities professionals, and government entities

## Delaware North Companies | Buffalo, NY

Information Analyst | 2005 – 2007

Delivered enterprise analytics and business intelligence solutions for global hospitality and food service operations.

- **Business Intelligence:** Led Oracle BI initiatives centralizing reporting and improving operational visibility across sports, travel, and gaming business units
- **Enterprise Analytics:** Developed data frameworks supporting real-time and strategic decision-making with custom project management dashboards for IT PMO and business units
- **Industry Leadership:** Chaired HTNG "Next-Generation Entertainment Systems" working group (2006-2007), setting industry standards for in-room technology later adopted by AHLA

## LoVullo Associates | Buffalo, NY

Senior Programmer | 2003 – 2005

Delivered full-stack development and data integration solutions for managing general agent specializing in online insurance rating systems serving specialty P&C (excess lines) products.

- **Insurance Technology:** Built custom rating engines translating complex underwriting rules and state-level regulatory requirements into scalable, compliant systems
- **Data Integration:** Led ETL design and execution for historical insurance data migration, ensuring regulatory compliance and system integrity
- **Regulatory Compliance:** Collaborated with P&C underwriters to convert actuarial models and compliance guidelines into functional technical specifications

## Buffalo & Erie County Public Library | Buffalo, NY

Web Administrator | 2001 – 2003

Managed digital services and public web infrastructure for 52-branch library system.

- **Content Management:** Replaced static workflows with database-driven CMS enabling dynamic updates and distributed content authorship
- **Knowledge Management:** Designed internal "reference desk" platform allowing staff librarians to maintain shared, searchable knowledge base across branches
- **Digitization Standards:** Technical liaison on Digitization Committee defining archival imaging standards and metadata protocols for early digital preservation efforts

## Professional Affiliations

- Information Systems Audit and Control Association (ISACA)
- Product Development & Management Association (PDMA)
- Project Management Institute (PMI)

## Education & Certifications

**Certified Information Security Manager (CISM)** | ISACA | Certification #252857849 | Expires January 2029

**Master of Music (MM)** | Miami University, Oxford, OH | 1996–1999

**Bachelor of Music (BM)** | State University of New York at Fredonia | 1992–1996 | Honors Program