John R. Maloney

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Summary

Experienced digital development leader and **enterprise architect** with a proven track record of crafting award-winning digital experiences. Proficient in **Agile methodologies** and skilled at fostering **cross-functional collaboration** among business, product, and development teams. Adept at **translating strategic business needs** into integrated digital solutions that align with core enterprise technologies, driving initiatives across sales, marketing, and operations. Early career experience in financial, compliance, and regulatory auditing provides a strong foundation in **risk management and corporate governance**.

Professional Experience

MERGE – Boston, MA

SVP, Group Technology Leader | 04/2023 – 01/2025

- **Architectural Review Board (ARB) member,** leading cloud & infrastructure decisions and governance
- Oversaw the **management of 30+ hosted sites** across **Rackspace, Azure, and AWS**, ensuring security, scalability, and cost efficiency
- Led an initiative to transition all resource provisioning and management to an **Infrastructure as Code (IaC)** model, improving **deployment consistency and scalability**
- Architected digital solutions across various verticals and application stacks
- **Managed and mentored** a 15-member development team, including full-time and freelance engineers
- Collaborated with program management leaders to continuously enhance our delivery model
- Oversaw **resource allocation, budgeting, and project profitability**
- Conducted project retrospectives to enhance **development processes and team performance**
- Spearheaded new scopes of work within strategic client accounts

VP, Technology Leader | 04/2017 – 04/2023

- Led digital development and product ownership for the BVI Medical account:
  - Secured a **$1M annual recurring engagement** and led the delivery of an **internationalized (i18n), MM+M Award-winning** ophthalmic surgical pack configurator
  - Developed a custom, off-platform **Salesforce/IFS integrated** cross-selling application
- Directed the digital transformation team for the MAS Medical Staffing account:
  - Led business analysis and development of a turnkey credentialing portal, **driving more streamlined recruiting operations**
  - Maintained and optimized legacy shift booking and time tracking systems
- Oversaw project estimates, statements of work, and budgets to ensure **on-time, on-budget delivery**

BEAM INTERACTIVE – Boston, MA

Director, Technology and Development | 03/2013 – 04/2017

- Managed a $2M–$4M annual technical scope for MINI USA
- Led **MarTech integrations** across BMW enterprise and third-party platforms
- Orchestrated the **technical roadmap** for MINI's flagship site, MINIUSA.com
- Advocated MINI USA's technology needs with BMW Corporate IT and partners
- Established an **Agile-based Test & Learn** program to enable rapid A/B and multivariate testing on MINIUSA.com

Senior Software Engineer | 09/2006 – 03/2013

- Co-led the **platform migration** of MINIUSA.com to Adobe AEM
- Led development on the first **adaptive design implementation** of MINIUSA.com
- Built an OEM and dealership event platform to **drive lead generation**
- Developed m.miniusa.com, MINI USA's first mobile-friendly platform
- Implemented SOAP-based web services for **lead processing automation**

EVENTMONITOR – Boston, MA

Director of Client Services | 07/2004 – 06/2006

- Managed **$2M+ SaaS applications**, boosting **engagement and retention**
- Led **discovery and definition** phases of enhancement projects, **translating business needs into solutions**
- Directed technology implementations and client training
- Implemented a service management system that **improved SLA response times**
- Developed **automated regression testing**, reducing deployment errors and accelerating release cycles

EZE CASTLE SOFTWARE – Boston, MA

Software Engineer – Team Lead | 04/2000 – 06/2004

- Contributed to the design and development of the core object model for the company's ASP-based trade order management system
- Built FX trading and exposure monitoring solutions
- Developed a bond calculation library based on SIA standards

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Technical Skills & Tools

A mix of **hands-on experience** and **leadership** in the following technologies:

- **Cloud & Infrastructure:** Azure, AWS, Rackspace, Cloudflare
- **Languages, Libraries & Frameworks:** SQL, Java, Kotlin, JavaScript, TypeScript, React, Next.js, Node.js
- **Digital Experience Platforms:** Adobe AEM, Acquia/Drupal, Sitecore, Kentico, WordPress, Yext
- **CRM & ERP:** Salesforce (SFDC), Bullhorn, IFS
- **SDLC, DevOps & IaC:** Terraform, Terraform Cloud, Docker, Kubernetes, GitHub, GitLab, Azure DevOps, Jira, Grafana k6
- **Databases & Tools:** PostgreSQL, SQL Server, Oracle, MongoDB, Liquibase
- **Collaboration & Design:** Figma, Miro, Confluence, Notion

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Industry Experience

- **Healthcare:** UM Health-Sparrow, BCBS FEP, Coverys Insurance, BVI Medical, MAS Medical Staffing
- **Consumer:** MINI USA, Aruba Tourism Assoc., Land O' Frost
- **Finance:** Nationwide, Transamerica, AMG, Wellington Management, MINI FS
- **Life Sciences:** UCB, Supernus, CSL Seqirus

Education

BSBA with Honors in Accounting   Slippery Rock University

Awards & Recognitions

- **MM+M Award – Gold, Professional Sales Tool (2020),** BVI Medical Customeyes Configurator