

John R. Maloney

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Summary

Enterprise Architect and seasoned **digital development leader** with a track record of delivering **innovative digital experiences** and driving **enterprise digital transformation**. Experienced in **Agile methodologies**, adept at aligning **business strategy with technology**, leading **cross-functional teams**, and optimizing **SDLC processes for scalable, high-impact solutions**. Early career experience in **financial, compliance, and regulatory auditing** provides a strong foundation for **risk management and governance** in digital initiatives.

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.
- Led a **15-member development team**, including full-time and freelance engineers.
- Collaborated with **Program Management** to refine **digital delivery models**.
- 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 BVI Medical:
 - Secured a **\$1M recurring annual engagement** and delivered an **internationalized (i18n)**, **MM+M award-winning** ophthalmic surgical pack configurator.
 - Developed **custom Salesforce/IFS-integrated cross-selling applications**.
- Directed the **digital transformation** team for MAS Medical Staffing:
 - **Led development** of a turnkey credentialing portal, **driving more streamlined recruiting operations**.
 - Maintained and optimized legacy shift booking and time tracking systems.
- Oversaw project estimates, SOWs, 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 vendor partners.
- Developed an **A/B testing program** to **optimize user engagement**.

Senior Software Engineer | 09/2006 – 03/2013

- Co-led the **migration of miniusa.com to Adobe AEM**.
- Led development on the first **adaptive design** of miniusa.com.
- Built an **OEM and dealership event platform** to **drive lead generation**.
- Developed m.miniusa.com, the **first handheld device solution** for MINI USA.
- 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 **discover and define** phases of enhancement projects, **translating business needs into solutions**.
- Directed technology implementations and **client training**.
- Implemented a service management system and workflow which **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

- **Designed a core business model** for a trade order management system.
- Built **FX trading and exposure monitoring** solutions.
- **Developed a bond calculation library** based on SIA standards.

Technical Skills & Tools

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

- **Cloud & Infrastructure:** Azure (SQL DB, SWA, AKS, VM), AWS (RDS, EC2, S3), Rackspace, Cloudflare
- **Languages, Libraries & Frameworks:** SQL, Java, JavaScript, TypeScript, React, Next.js, Node.js
- **Digital Experience Platforms:** Adobe AEM, Acquia/Drupal, Sitecore, Kentico, WordPress
- **CRM & ERP:** Salesforce Sales Cloud (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

Industry Experience

- **Healthcare:** UM Health-Sparrow, BCBS FEP, Coverys Ins., 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](#)

