

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 and 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 SDLC 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 of work** 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 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
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Education

BSBA with Honors in Accounting

Slippery Rock University

Awards & Recognitions

- **MM+M Award – Gold, Professional Sales Tool (2020),** [BVI Medical CustomEyes Configurator](#)