

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 a **custom Salesforce/IFS-integrated** cross-selling application.
- 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 **platform 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, 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
- **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

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](#)

