

# MARK HASSE

## Technology Transformation Leader | Problem-Solving with Measurable ROI

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Technology transformation leader specializing in enterprise solutions and strategic turnarounds with measurable ROI. Converts failing systems and programs into success stories generating 30%+ new business while improving project delivery from 71% to 95% and infrastructure availability from 60% to 99.999%. Combines data-driven decision making with practical leadership to optimize operations and deliver multimillion-dollar transformations across healthcare, finance, energy, and infrastructure sectors.

*"When Mark joined ShopperTrak, the company was paying down a large technology debt because of years of infrastructure neglect. Mark put his considerable intellect and experience to work designing a compliant infrastructure to support growth of the network. Personally, I always found him a pleasure to work with - smart, articulate, innovative."*

**Jan Davis, CEO**

### AREAS OF EXPERTISE

#### Strategic Leadership

- Enterprise Transformation
- Portfolio Management
- Change Management
- Technical Innovation

#### Technical Expertise

- Enterprise Architecture
- Cloud Strategy
- Digital Transformation
- System Integration

#### Business Impact

- Cost Reduction & Revenue Growth
- Process Optimization
- Strategic Partnership Development
- Operational Excellence

### KEY ACHIEVEMENTS

**Strategic Turnaround:** Generated \$10M in new business by transforming failing data center migration, expanding \$2M contract to \$4M and securing \$6M in new business through strategic improvements and relationship management

**Operational Excellence:** Elevated project delivery performance from 71% to 95% success rate at Fortune 500 industrial supplier through implementation of data-driven forecasting, resource optimization, and executive visibility framework

**Process Transformation:** Recovered \$5M in revenue through innovative contract analysis framework and post-mortem review methodology, improving cash flow and reducing disputed claims while strengthening risk identification by 40%

**Technical Leadership:** Revitalized failing \$10M healthcare transformation program, mobilizing 30-person agile team to deliver first production releases within 60 days after six months of stalled progress

### PROFESSIONAL EXPERIENCE

**ANALOG EDGE LLC | CHICAGO, IL**

**NOV 2024 – PRESENT**

#### Principal Consultant

Lead strategic technology transformations for Fortune 500 companies, delivering enterprise-scale solutions across financial services, education, and infrastructure sectors.

- Reducing Microsoft 365 licensing spend by 60% through comprehensive data governance initiative for construction industry client, optimizing storage costs and improving corporate compliance
- Established technology modernization roadmaps for multiple Fortune 500 clients, focusing on cloud migration and infrastructure optimization strategies
- Delivered strategic advisory services and organizational transformation strategies resulting in executive appointments at Sk3w Technologies and Orbital Infrastructure Group

**SK3W TECHNOLOGIES, INC. | HOBOKEN, NJ**

**MAY 2022 – NOV 2024**

#### Product Manager, Data Center Lead, Sales Engineer

Delivered market-equalizing solutions for financial trading firms through innovative fiber switch platform. Sk3w closed for business in November 2024.

- Transformed single-product offering, developing tiered solutions from entry-level to enterprise-grade systems
- Spearheaded technical sales engagements, conducting product installations and providing support for enterprise clients
- Optimized cloud and on-premises infrastructure costs while redirecting budget to product development initiatives
- Designed security and infrastructure for multi-environment infrastructure spanning cloud and physical data centers
- Established standardized engineering practices and documentation, accelerating product iteration cycles
- Designed, developed, and built portable lab/test device for customer deployments

**ORBITAL INFRASTRUCTURE GROUP, INC. | HOUSTON, TX**

**JAN 2021 – APR 2022**

#### Vice President, Process Improvement

Directed enterprise-wide transformation for a \$100M+ energy infrastructure firm, improving risk management, IT efficiency, M&A integration, and community engagement until restructuring.

- Recovered \$5M revenue and improved risk identification by ~40% by implementing the company's first contract governance framework and post-mortem review process.
- Cut Solar unit IT costs 30% via Azure AD consolidation and strategic automation, accelerating M&A integration timelines from weeks to days.
- Initiated a community workforce program with local partners, recruiting disadvantaged youth for solar certification training to build future talent and enhance community relations.

**MICHAEL F. ALLEN & ASSOC., INC. | Lisle, IL****MAR 2020 – JAN 2021****Consultant & Fractional CTO (Contract via Analog Edge LLC)**

Served as strategic technology advisor for professional services firm, leading digital transformation initiatives and IT modernization until acquisition by Orbital Infrastructure Group led to my transition into a VP role there.

- Reduced IT costs by 20% and improved availability by executing cloud migration strategy, including website redesign, Microsoft 365/Exchange migration and administration, data backup systems, and disaster recovery protocols
- Enhanced process efficiency by 15% through data-driven analysis and implementation of corrective action plans
- Enhanced business capabilities and modernized digital presence by designing video training platform and redesigning and managing corporate website
- Led technology integration during acquisition process, ensuring seamless transition of mission-critical technology systems and business operations

**HEALTH CARE SERVICE CORPORATION | CHICAGO, IL****JUN 2018 – MAR 2020****Senior Director, Enterprise Capacity Planning**

Promoted to establish and lead enterprise-wide capacity management program for Fortune 500 health insurance provider supporting 16M+ members across five states. Position eliminated during corporate cost-cutting initiative.

- Achieved unprecedented 10%+ yearly growth with 20%+ less downtime during three consecutive open enrollments by leveraging AI/ML modeling and transforming IT-only processes into collaborations with Sales, HR, and Customer Service
- Minimized WAN expansion costs by 15% and increased VDI hardware efficiency from 75% to 95% through strategic infrastructure optimization and capacity planning
- Directed cross-functional troubleshooting initiatives for critical WAN and security issues, ensuring continuous service delivery during peak enrollment periods

**HEALTH CARE SERVICE CORPORATION | CHICAGO, IL****MAY 2017 – JUN 2018****Director, IT Product Management, Advanced Integration**

Directed enterprise integration strategy and architecture team for advanced messaging and data transformation platforms. Successfully led technology preparation for Open Enrollment, resulting in promotion to Senior Director.

- Optimized operational costs by 7% by increasing efficiency of integration platforms and data processing workflows
- Mitigated system outages by 10% through strategic architecture enhancements and proactive monitoring
- Designed private cloud-based business continuity / disaster recovery solution, significantly enhancing recoverability

**DELL TECHNOLOGIES, INC. | ROUND ROCK, TX****JUN 2015 – MAY 2017****Senior Program Manager, Consulting Services**

Led enterprise-scale transformation consulting engagements for this Fortune 50 technology leader, managing complex application development and infrastructure initiatives across global client portfolio.

- Transformed underperforming data center migration project into \$10M success story at **major airline**, expanding original \$2M contract to \$4M and securing additional \$6M in new business through strategic improvements
- Revitalized failing \$10M digital transformation program at **major 30-hospital healthcare network**, leading 30-person, 5-scrum agile effort to deliver first production releases within 2 months

**WHEELS, INC. | DES PLAINES, IL****JUN 2014 – JUN 2015****Agile Program Manager (Contract via Analog Edge LLC)**

Led \$24M in transformation projects and subsidiary launch through cross-functional leadership and agile methodologies.

**W.W. GRAINGER, INC. | LAKE FOREST, IL****AUG 2011 – JUN 2014****Technical Program Manager (Contract via Analog Edge LLC)**

Championed enterprise infrastructure modernization initiatives for Fortune 500 industrial supply company, managing \$14M+ project portfolio, and rocketing portfolio to 95% on-time, on-budget delivery.

- Elevated project delivery from 71% to 95% by implementing data-driven forecasting, optimizing resources, reducing task switching, and enabling proactive risk management through executive visibility framework

- Directed mission-critical technology upgrades including Exchange migration, business continuity / disaster recovery (BCDR), and Cisco network infrastructure

**CME GROUP, INC. | CHICAGO, IL****JUN 2010 – JUL 2011****Product Manager (Contract via Analog Edge LLC)**

Product Manager for \$80M colocation business launch, achieving 100% client deployment by implementing comprehensive onboarding framework and coordinating cross-functional teams (security, infrastructure, networking, operations).

**THE UNIVERSITY OF CHICAGO AND MEDICAL CENTER | CHICAGO, IL****FEB 2009 – JUN 2010****Project Manager (Contract via Analog Edge LLC)**

Led \$7M VoIP transformation at prestigious university and hospital for 20,000+ users across 200 buildings, cutting deployment costs 10%+ through custom SQL tracking and implementing Cisco Call Manager with training programs.

**SHOPPERTRAK, INC. | CHICAGO, IL****MAR 2005 – JAN 2009****Manager, Architecture and Product Management**

Led enterprise architecture and product strategy for retail analytics company, managing cross-functional teams to deliver full-stack client-facing solutions while driving significant improvements in service reliability and customer satisfaction.

- Preserved 40% of company revenue by architecting and launching API-based collection service supporting 20,000 retail locations, successfully replacing discontinued mission-critical legacy as-a-service dial system.
- Amplified revenue opportunities 30%, elevated customer satisfaction 20%, and prevented loss of top 7 enterprise clients to competitors through strategic product portfolio redesign
- Attained 99.999% infrastructure uptime from 60% through strategic modernization of cybersecurity, data center operations and implementation of comprehensive disaster recovery, ensuring continuous business operations

**TECHNICAL SKILLS**

**Cloud & Infrastructure:** Azure (AD, cloud migrations), AWS, Google Cloud (GCP), Virtualization, Data Center Operations

**Programming & Development:** Ruby/Rails, Python, BASH, PERL, PowerShell, C++, Java

**Systems & Platforms:** Linux/\*NIX, Windows Server, Apple macOS/iOS, Microsoft 365

**Analytics & AI Tools:** DataKU Data Science Studio, Jupyter, Gemini, Claude, ChatGPT, Perplexity

**Networking & Security:** Cisco, Ubiquiti, Network Design, Security Architecture

**Productivity:** Google Workspace and Microsoft Office (Word, PowerPoint, Excel) on macOS and Windows

**PROJECTS**

**LinkedIn Job Downloader (Chrome Extension):** Created browser tool that automates job description saving from LinkedIn with a single-click solution (overcoming Chrome extension activation limitations). Privacy-focused architecture; no server footprint. (<https://chromewebstore.google.com/detail/linkedin-job-downloader/hbgfaemjfloojpmpgkfkendpboildjl>)

**rcForge (Universal Shell Configuration System):** Architected modular shell environment manager for POSIX shells with sequence-based loading system, enabling consistent configurations across multiple machines and different shells. Features include an include system for function organization, conflict detection, configuration diagrams, and secure exports. Cross-platform implementation with Debian packages and Homebrew formulas. (<https://rcforge.org>)

**Business Website (MFA&A):** Developed complete web presence for consulting group, implementing responsive design and CMS integration, resulting in increased visibility to prospective clients. ([www.mfa-a.com](http://www.mfa-a.com))

**Training Video Production (MFA&A):** Developed "PM-001: Improving Profit Margins" training module featuring custom animations and synchronized audio/visual content, enhancing the client's professional development curriculum.

**EDUCATION**

**Bachelor of Science with Honors, Computer Science,** Benedictine University, Lisle, Illinois (2006)

**Professional Training:** ITIL 4 (Pink Elephant, 2019), DataKU Data Science Studio Analytics (2019), Ruby on Rails Development (Think Relevance, 2007)

**Eagle Scout,** Boy Scouts of America

**Professional Development:** AWS Solutions Architect Professional & Prompt Engineering for AI (Anticipated 3Q25)

**VOLUNTEER EXPERIENCE**

Founding Volunteer, Unbound Horizons, 2021 – 2022

Mentor, Driving Forward, 2020 – 2021

Secretary, chaired Recruiting, Political Action, and Technology committees, St. Joan of Arc School Board, 2008 – 2018