**Rajneesh Gupta** Porter Ranch, CA ▪ rgupta2@accountcontrol.com

I am an Information Technology professional with over 30 years of experience. My strengths include working in a team based environment and being hands on. I have held leadership positions and am excited about working hands on in using my skills in programming and I.T. management to add value to the bottom line of the company.

**TECHNOLOGY EXECUTIVE**

My Skills as an Information Technology professional are specializing in data management and Microsoft Technologies, including C++ MFC, C#, .NET, OO, SQL database and in NodeJS Lambda functions on Twilio Platform (both in admin and programming). In addition I have in depth knowledge in implementing innovative IT solutions using SDLC methodologies, designing business processes, creating databases to support business processes, managing complex IT projects, and overseeing a diverse teams.

**Key Areas of Expertise:** Team Management ▪ Software Development ▪ Product Development ▪ Vendor Management ▪ Business Intelligence ▪ Business Analysis ▪ Software Development Lifecycle ▪ Business Development ▪ Product Management ▪ Business Strategy ▪ Financial Analysis ▪ Disaster Recover ▪ Management Consulting ▪ Information Technology ▪ Competitive Analysis

**WORK EXPERIENCE**

ACT Holdings – Woodland Hills, CA 91367

**Sr. Director of Business Systems** (*Sep* *2016 to date*)

Responsible for back office collection platforms (FACS, Artiva and latitude); propriety application development to enhance the capabilities of the collection platforms; RPA development using UiPath; application development for cloud computing; development on Twilio platform of SMS system, Email delivery system, IVR and IVA (using BOTs for voice recognition and “intent” of the caller).

My team is located in the U.S. and in India.

INVESTOR'S BUSINESS DAILY – Los Angeles, CA – 2003-2016

# Sr. Vice President and CIO *(2009- July 2016)*

Progressed into senior VP role, managing a team to create new financial products which could be converted to ETFs and overseeing the production of the newspaper.

* Involved in all aspects of IT from managing, budgeting, and staffing the department.
  + Oversaw projects for product development, production, infrastructure, Internet, backend systems.
  + Handled IT contract negotiations, software development, and created/tested proprietary ratings and algorithms for the paper.
* Established a new newspaper web-based circulation system dubbed C3 using Microsoft Windows and Microsoft SQL database.
  + System managed subscribers, bundled products, created product offerings, and developed offerings for campaigns.
  + System served the customer service, marketing and campaign, fulfillment, and accounting departments.
* Directed the migration of the Circulation System from Unix to Microsoft Windows platform.
* Initiated efforts and created processes for newspaper production and fed data to the web.
* Researched and created stocks lists using proprietary algorithms, which were converted to ETFs.
  + The first list of stocks called IBD50 has already been wrapped into an ETF called Innovators IBD50 (FFTY).
  + Trades on the New York Stock Exchange and this list is also published in the newspaper.
  + Two additional indices have been created for large cap and mid cap markets and will soon be converted to ETFs.
* Guided team through the migration from Unix to Microsoft platform of the circulation/customer service system.

Skills Used*: Business Intelligence, Data Warehousing, Algorithmic Design; MS SQL, Oracle DB, C#, C++ MFC, HTML, JavaScript, JQuery, Bootstrap*

# Vice President, Technology *(2003-2009)*

Hired to oversee projects for product development, production, infrastructure, Internet, and backend systems. Also handled IT contract negotiations, software development, and creation and testing of proprietary ratings and algorithms for the paper.

* Managed team through multiple projects including:
  + Migration of software from Unisys mainframe to Microsoft Windows platform.
  + Transfer of proprietary database on Unisys mainframe to Microsoft SQL database.
  + Migration of software in Algol on Unisys mainframe to C++ and C#.
  + Completion of financial database on Unisys Mainframes migrated to Microsoft SQL database.
  + Design of normalized database for Microsoft SQL.
  + Creation of proprietary software for managing and monitoring batch execution on Microsoft Windows platform.
* Played an integral role in the conversion of business logic in Algol (Unisys mainframe programming language) to C++ and C# to run on Microsoft Windows platform.
* Implemented proprietary software for managing and monitoring batch execution on Microsoft Windows platform.
  + Created a PDF version of the printed newspaper, to be sold as eIBD.
* Developed programs to generate stock market charts for the printed paper and apps for online charts in C++ MFC.

Skills Used: *C++ MFC, C#, MS SQL (database admin, stored procedures, views, etc.); PostScript, Adobe InDesign; Algol (Unisys Mainframe Programming Language) Relational Database Design; Project Management.*

WILLIAM O'NEIL & CO. CO – Los Angeles, CA – 1986-2003

# Assistant Vice President

Worked in a leadership capacity to guide teams through the development of software for various projects.

* Oversaw backend software and database engine development, including software development projects for the following:
  + Staging, cleansing, and storage of Stock Market related data.
  + Database development for storing 10K and 10Q reports.
  + Entering and reviewing financial data online.
  + Calculating proprietary ratings for publically traded companies on NYSE, NASDAQ, and AMEX exchanges.
  + Publishing and paginating financial data on common stocks, preferred stocks, futures, futures options, spot prices on commodities, and U.S. government bonds and T-Bills.
  + Publishing charts (using encapsulated postscript, EPS) on common stocks, futures prices, and interest rates.
  + Creating common stock portfolios and tracking their performance.
  + Designing and completing a database on the Unisys mainframe.
  + Optimizing logic and coding in C++ to speed up processing time.

Skills Used*: C++ MFC, MS SQL, Quick C, Algol*

# *Previous position included Software Developer and Architect for Tata Burroughs Ltd. In Detroit, MI; this included working in consultant position for clients in Europe and U.S.*

**EDUCATION & CREDENTIALS**

# MBA, Finance | Xavier School of Management | India

# B. Tech in Engineering | Indian Institute of Technology | India

**Courses:** Design Patterns C#; .Net Hands on Boot Camp; Data Warehouse Design and Development; Business Process Mapping, Analysis and Improvement; Data Modeling and Relational Data Design; Business System Analysis, The Integ Group;  
Managing Technical Professionals and Organizations, M.I.T. Sloan School of Management

**Technical Skills:** Microsoft Office; Database Management; Data Warehousing; Project Management; Business Intelligence; Data Science; C++ MFC, C# OO; Web Design; Javascript/HTML

**PROFESSIONAL AFFILIATIONS**

Algorithmic Traders Association *(2008-Present)*

* A resource for prop traders and quants to interact with others who design, build, test, and run Automated Trading Systems.

# UCLA Startup and Industry Partnering Network *(2010-Present)*

* An informal networking forum for entrepreneurs; angels and early stage VCs; industry R&D executives; and public officials interested in UCLA licensing, collaboration, and startup/incubator initiatives.

# Outside the Box Solutions *(2012-Present)*

* This group is for unique problem solving thinkers.

# Business Process Analysis *(2010-Present)*

* Focuses on understanding the needs of the business as a whole, its strategic direction, and identifying initiatives that will allow a business to meet those strategic goals.

# Quant Linked Group *(2012-Present)*

* Quant-Linked connects with 10,000+ professionals in quant finance (Traders, Quants, Researchers, Developers, Risk Managers, and Programmers in Investment Bank, Investment Management, Hedge Fund, and to discuss topics of interest).