

TECHNOLOGY INDUSTRY LEADER*Merging Technology with Business Management to Produce Results***PROJECT MANAGEMENT • IT BUILDER • TEAM BUILDER • INTERNET STRATEGIST**

Creative and innovative technology pioneer with “get it done” attitude who enjoys digging deep to merge systems technology with sound business practices in reaching corporate goals; Implements pragmatic financial planning in presenting project options to decision-makers; Astute in planning and delivering the most effective solution completing projects on time and within pre-established budget parameters; Builds a respectful, positive relationship with staff instilling a top performance environment while remaining sensitive to team needs.

Aligning IT Applications with Business Goals / Team Developer and Leader / Business Analysis / Business Intelligence / Management and Implementation / Innovative Business Process Redesign and Restructuring / Solution Development / System Cost Control / Internal External Client Support / Quality Control / Productivity Enhancements / Vendor and Client Negotiations / Strategic and Tactical Planning / Start Up Strategies / Team Mentoring / SEO / SMO / Social Media Strategies and Development / eCommerce and mCommerce Strategies / Cognitive Data Capture and Analysis

NOTABLE:

- **Developed sophisticated real-time, web based system for largest medical billing company in New Jersey thereby increasing overall productivity and profitability to ensure competitive edge in medical billing industry. (Top-Link Technologies)**
- **Architected the merger of Top-Link Technologies and The Star Group; establishing The Star Group as a one-stop, full-service, interactive agency, including branding, planning, advertising, media, public relations, promotion, direct interactive, design and eCommerce. (The Star Group)**
- **Pioneered Intravo, the world’s first real-time web-based loan origination system, through a partnership with a national mortgage lender, raising \$1 Million in private seed money and prepared Multi-Billion-Dollar IPO. (Top-Link Technologies)**
- **Boosted sales from \$8 Million to \$12 Million/month to \$25 Million/month in two years by accelerating loan origination from months to days through introduction of secure online systems automation for national mortgage bank. (National Future Mortgage)**
- **Developed in StoreMgr, the first diverse online facility management solution to the retail industry adapting to a variety of other franchise operated businesses without sacrificing the integrity of the system. (Top-Link Technologies)**

PROFESSIONAL EXPERIENCE**BITMAP Systems, Philadelphia, PA Region****2007 – Present****Founder, CEO**

BITMAP Systems provides highly customized integration, networking and Internet Intelligence services as well as application development, mobile development, technical support and software customization for a wide range of businesses on a global level.

Internet Disciplines	Social Media Disciplines	Mobile Disciplines
<ul style="list-style-type: none"> • Semantic Web and Crawlers • Google Analytics and Webmaster Tools • SEO and SMO • RSS Feeds • PHP, ColdFusion, Ruby on Rails, AJAX, Java • eCommerce • mCommerce 	<ul style="list-style-type: none"> • Facebook Application Platform • Twitter API • LinkedIn API • Google OpenSocial • Google Wave • Video and Rich Media Development • Cognitive Data Capture and Analysis 	<ul style="list-style-type: none"> • .NET Mobile Frameworks • Android Application Development • iPhone App Development • Windows Mobile

NATIONAL FUTURE MORTGAGE, Gibbsboro, NJ

2001 – 2007

Chief Technology Officer*Managed team of 14. Budget responsibilities for multi-million dollar data center. Selected accomplishments:*

- Personally generated \$7-10 Million year in loan originations.
- Improved Loan Origination System (LOS) operational efficiency by 60% leveraging centralized, current software and automation solutions to speed origination and reduce errors.
- Planned and executed a multimillion dollar data center, call center and hardware/software upgrade for the corporate office in 2003.
- Designed and implemented a 7-layer environmental risk system to control and prevent all threats from security related issues, viruses and all other potential threats with 100% success.

TOP-LINK TECHNOLOGIES / THE STAR GROUP, Cherry Hill, NJ

1998 – 2001

President and Partner / Vice President of eStrategy and Development*Managed team of 14. Budget of \$5 Million with IPO Selected accomplishments:***Chief Architect for the Top-Link Technologies / The Star Group merger:**

- Guided cost effectiveness through internal and client operations by focusing on total cost of ownership (TCO) throughout the development process.
- Eliminated overhead and staffing costs and improved customer service for client companies by building and delivering proprietary B2B Web-based eCommerce, mCommerce and call center technologies.
- Developed comprehensive Web-based Intranet, real-time mortgage banking/leasing system and eCommerce solutions for a variety of clients.
- Maintained and analyzed helpdesk metrics utilizing Unicenter Service Desk, which was the ideal solution for the working budget.
- Led premier partnership between Macromedia and The Star Group.
- Utilized dual understanding of business-to-business (B2B) and business-to-consumer (B2C) needs to analyze the global marketplace and develop highly profitable new products.

DESIGNfx Interactive (“Acquired by IBS Interactive”), Cherry Hill, NJ

1996 – 1998

Chief Technology Officer*Managed team of 7. Budget of \$750,000 Selected accomplishments:***Built company’s technical infrastructure to facilitate DESIGNfx acquisition in 1998:**

- Designed and implemented a 6,000+ user network for a New Jersey college with connectivity to 2 ISPs and a wide-area network (WAN) comprising 6 library systems, including class registration, content management, site authoring, scheduling, billing, e-mail, contact management modules, maintained and analyzed helpdesk metrics utilizing ipMonitor and multi-layer SonicWall security.
- Created local area network (LAN) and WAN for a Philadelphia banking firm and its affiliates, connecting 6 locations and providing fax over IP, site mirroring, co-location, and VPN remote access services, with infrastructure to expand to include online banking, real-time loan processing, IP call center integration, Cisco PIX Firewall with RSA SecurID, online help desk support via Fiserv, and kiosk management with real-time integration to central banking system.

ICSC, West Palm Beach, FL

1994 -1996

Information Technology Director**EDUCATION/CERTIFICATION****DALE CARNEGIE – Cherry Hill, New Jersey****Leadership Training for Managers****FLORIDA ATLANTIC UNIVERSITY – Boca Raton, Florida****Microsoft Certified Systems Engineer (MCSE) and Computer Science****NORTHWOOD UNIVERSITY – West Palm Beach, Florida****Computer Science & Business Management**