

TECHNOLOGY INDUSTRY LEADER*Merging Technology with Business Management to Produce Results***INFORMATION ARCHITECT • 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 / X-Commerce Strategies / Cognitive Data Capture and Analysis

NOTABLE:

- **Conceived and architected the first Social Commerce and Marketing Platform for Facebook. The product, Fanpage Toolkit is the #1 Social Commerce and Marketing Platform for Facebook... empowering its users to create, trend, promote, market and sell products/services within the massive Facebook ecosystem. (Fanpage Toolkit, LLC)**
- **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 E-Commerce. (The Star Group)**
- **Pioneered Intravo, the industry’s first real-time web-based loan origination system, through a partnership with a national mortgage lender, raising \$1 Million in private seed money in preparation for IPO. (Top-Link Technologies)**
- **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

**Fanpage Toolkit, LLC, Philadelphia, PA Region
Founder, CEO**

2010 – Present

Responsible for setting overall product strategy and architecture, as well as direction for the company. Leads the design of Fanpage Toolkit’s core platform and technology infrastructure.

Product Overview

Fanpage Toolkit is the #1 Social Commerce and Marketing Platform for Facebook... empowering its users to create, trend, promote, market and sell products/services within the massive Facebook ecosystem. Fanpage Toolkit delivers its full-featured suite of applications to Small Businesses, Brands, Products, Organizations/Non-Profits, Artists, Bands, Public Figures, College Students and Job Seekers to market products and services – to create and manage promotions – to engage Facebook fans and contacts with full messaging and collaboration tools – to a fully integrated “PayPal-supported” Social Commerce system that allows shoppers to complete transactions “without ever leaving the Facebook ecosystem” – complete with a visualization dashboard and full analytics to manage and trend it all. SEE:

<http://fanpagetoolkit.com>

Technology

Fanpage Toolkit, is a stand-alone, Social Commerce and Marketing Platform that is fully integrated and operates parallel to Facebook. The company has built several native facebook applications, which publishes real-time data from Fanpage Toolkit to its subscriber’s Facebook pages. To create the best user experience possible; Fanpage Toolkit houses its technology infrastructure with the world leader in cloud computing, Rackspace Hosting. Besides offering its subscribers the most scalable, reliable, secure infrastructure available... the company utilizes facebook’s Internet backbone provider, Akamai Technologies to ensure the fastest communication possible between Fanpage Toolkit and Facebook. Fanpage toolkit has built its application suite and platform from the ground up utilizing the LAMP solution stack. LAMP is an open source combination of the Linux (operating system), Apache (http server), MySQL (database) and PHP (scripting language).

Platform

Fanpage Toolkit’s open development platform (currently under development) will enable companies and engineers to completely integrate internal E-Commerce systems with Fanpage Toolkit. This will allow for real-time data communications between both systems, effectively deploying application data to facebook pages.

BITMAP Systems, LLC, 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 • Wordpress • X-Commerce 	<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 multi-million 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 pre-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 E-Commerce, mCommerce and call center technologies.
- Developed comprehensive Web-based Intranet, real-time mortgage banking/leasing system and E-Commerce solutions for a variety of clients.

- Maintained and analyzed helpdesk metrics utilizing Unicenter Service Desk, which was the ideal solution for the working budget.
- 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.

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