

JOHN H. SMITH

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INFORMATION TECHNOLOGY EXECUTIVE

Visionary enterprise technology architect with diverse experience ranging from start-ups to Fortune 500 corporations. Creative technology director with ability to identify solutions that will support business objectives. Innovative strategic planner able to simultaneously envision the macro- and micro-views and create roadmaps to success. Expertise in identifying all viable options and communicating the strategy, risks, issues and benefits of each to senior executives and non-technical stakeholders. Proven ability to identify talented individuals and mentor them to create effective teams that achieve business goals.

Core Competencies:

Strategic Planning ♦ Enterprise Architecture ♦ Roadmaps ♦ Technology Solutions ♦ Seamless Integration
Business Intelligence ♦ Data Warehousing ♦ Staff Leadership & Motivation ♦ Best Practices
Technical Design ♦ Project Management ♦ Development Methodology ♦ Datamarts ♦ Strategy & Implementation
Outsourcing ♦ Global Team Leadership ♦ Talent Development ♦ Testing & Quality Assurance ♦ Platform Selection

PROFESSIONAL EXPERIENCE

BRAND COMMUNICATIONS LLC

Chief Technology Officer / V.P. of Engineering

2010-Present

Chief software architect for start-up enterprise specializing in innovative data visualization solutions and iPhone apps targeting the young adult market. Identify unique technology products for specific markets, develop project strategy, roadmap and outsource implementation or develop in-house. Collaborate with small, hand-picked teams of international programmers to bring products to market within 2 to 6 months. Leverage Amazon EC2 cloud network and server infrastructure to reduce costs and optimize performance.

Develop and manage data collection, data cleansing, data analysis, data conversion, business intelligence/reporting, database administration, data marts and data warehousing from multiple sources, external agencies and third parties. Utilize Pentaho, MySQL, HTML5, iOS, PHP, XML, Java Script, Java, Python, and JSON technologies.

- ♦ Developed and marketed profitable iPhone app that enables students to assess their prospects for acceptance at multiple colleges, based on individual GPA, test scores and other data.
- ♦ Created software architecture for mobile marketing system utilizing iPhone app to customize local promotions that target students and parents visiting universities throughout the country.
- ♦ Designed innovative data visualization application leveraging Java Script v3 and advanced diagramming technology to create interactive 3-D representations of complex data that is meaningful for human users.

ACME INCORPORATED

Director of Enterprise Architecture

2006-2010

Designed service-oriented enterprise architecture that was scaleable, robust and stable to seamlessly integrate multiple technologies to achieve business goals. Directed multiple IT teams successfully implementing projects with demanding timelines and limited resources. Identified technology solutions, structure and software development options to support business objectives; analyzed options and clearly communicated risks, issues and benefits. Designed and implemented shared infrastructure, standards and processes for all IT project teams.

Leveraged end-to-end data migration and Oracle E-business Suite solutions for finance and accounts receivable to maximize results. Managed data-related projects to integrate analytics, OLAP, data model, user interfaces, visual design and extract, transformation and load (ETL) tools. Define best practices on optimization techniques for large and complex SQL statements. Supported SOA, ETL and EAI integration.

- ♦ Technical architect of \$30M TV distribution system project, using Java/J2EE on 30 HP servers in a UNIX environment; purchased and configured components, created supporting architecture and implemented comprehensive accounting/distribution solution.
- ♦ Increased revenue \$15M by implementing Microsoft.net technology solution to sell advertising markets, track results and improve cash flow; decreased costs \$200K over 2 years through multiple strategies.
- ♦ Reduced annual payroll \$5M by identifying and implementing a technology solution for distribution at Acme, seamlessly integrating and automating account, invoicing, sales, and revenue collection.

HOLLYWOOD VISION INC.**Executive Director of Information Technology - Motion Pictures & Consumer Products**

1999-2005

Led dramatic turnaround of a \$10M department with significant performance issues: budget, timelines and functionality. Identified, coached and mentored a global development team of 35 professionals, implementing improved service levels. Revamped procedures in key areas including development and applications. Restructured department and implemented help desk to support users. Initiated improved testing and quality assurance strategies with best practices that transformed department to high-functioning status within 1 year.

- ◆ Developed business intelligence solutions for motion picture advertising: organization, strategy, analysis and roadmap. Completed project with inflexible one-year deadline on time and within budget. Reduced implementation timeline for new marketing strategies from 2+ days to 15 minutes, enabling immediate assessment of marketing impact.
- ◆ Increased revenue 100% by introducing data visualization strategies to drive better business decisions: prices to market, time periods within a market, identifying additional revenue opportunities.
- ◆ Created and implemented strategic planning with roadmap for continued success 5 to 7 years in advance.
- ◆ Led \$7M+ systems integration project for motion picture distribution, supporting \$1B annual revenue collection.
- ◆ Reduced advertising expenses \$2M annually and improved turnaround time 200% by creating and implementing a business intelligence solution for motion picture advertising that supported a \$1M reeducation in labor costs.

VISION WORLD NETWORK CORPORATION**Director of Information Technology - Domestic Television**

1995-1998

Provided executive leadership, strategic planning, technology implementation and support for \$2B annual business. Responsible for \$5M annual budget; led global team of 15 IT professionals. Collaborated with business unit executives to implement technology solutions, improving effectiveness and financial performance. Managed design and development of data warehouse, data marts, ad hoc and standard reporting for TV business groups.

- ◆ Implemented \$4M+ systems integration project for TV distribution supporting \$2B annual revenue collection; reduced payroll and operating expenses by consolidating 2 sales offices.

EDUCATION

Master of Business Administration
STATE UNIVERSITY OF OHIO - Cleveland, OH

Bachelor of Arts in Economics
STATE UNIVERSITY OF OHIO - Cleveland, OH