**[Jeff San Marco](https://www.jsanmarco.com/)**

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**Senior Information Technology Leader**

*Innovative technology leader with business acumen, experienced in working throughout the enterprise developing strong relationships with executive teams, sales and marketing professionals, software engineers, and financial teams to establish realistic and attainable solutions and unified positions on current and future projects*

**Diverse cross-functional technologist providing leadership support for technology systems, prioritizing projects, and ensuring commitments are met while providing high quality and cost-effective systems that meet customer and corporate expectations**

**Achieved success as a leader in building high-performance teams that deliver repeatable, reliable and scalable solutions balancing cost, time and quality while delivering industry-leading business services**

**Successful track record in directing technological vision and organizational planning to establish short and long-term objectives and unified positions on future projects**

**Extensive experience in hiring and leading geographically dispersed staff of differing cultures and wove them into teams delivering reliable and scalable products on time and on budget.**

**Results-driven leader with experience in directing the use of digital technology   
to increase revenue and expand business by improving the customer experience**

**Delivering integrated, secure solutions that transform both the business and the marketplace**

**Career Highlights**

* Recruited right out of graduate school to help develop new simulation and 3-D modeling and animation products that helped engineers and designers in the aerospace, defense and automotive markets
* Led the efforts for application development, project management, design, data analytics, implementation, database technology, and graphic modeling
* Directed the IT efforts that grew new revenue from $1M to $80M bringing new products and services to engineers and designers
* Spearheaded the design of software products, IT strategy and operations framework from scratch, growing the global IT team from 1 member to 100. During my tenure, I led the development team in bringing analytics and data mining products to the market, generating revenues from 0 to $5M in 8 months, $15M within one year, $30M in 18 months and $50M in 26 months
* Recruited to led a series of SaaS companies bringing sales and marketing services to Business-to-Business organization for small businesses and enterprises (SMB/SME) targeted at direct marketing to local consumers and digital magazines. Responsible for the full SDLC and managed global development and service teams
* Hand-picked to craft and execute comprehensive development and IT strategy for research and development of new cloud and mobile solutions, integrating sales, marketing, and accounting with automation, digital technology and changes in key business performance such as revenue and customer engagement
* Led and assisted in the design and architecture of financial, CMS, CRM, and ERP systems to assist in managing the company’s diverse business divisions in addition to managing operations, technology and enterprise-wide applications. Built out the application development division and brought new products to market for automating sales and marketing processes

**Core Technology Responsibilities and Competencies**

* Expertise in e-Commerce (Retail POS systems- asset management, CRM, financials, warehousing), Software as a Service (SaaS), Infrastructure as a Service (IaaS), Platform as Service (PaaS), Big Data Analytics, ERP, BI and enterprise resources.
* Overseeing technology, applications, and architecture: Information Technology and Infrastructure, (Network/firewall & switches, Storage/SAN & NAS, Compute Engines); e-Business/Commerce, PCI, SEO, CMS (Upper Tier, Mid-Market, Low-Priced and Open Source), CRM (Salesforce/Sales), Salesforce/Marketing (Marketing Cloud, Pardot), ERP (SAP, PeopleSoft, Oracle) and Cloud Computing.
* Responsible for the full SDLC managing global teams:
  + J2EE Framework (Spring, JBoss), MVC (Servlets and JSP),
  + LAMP, Java, HTML, JavaScript, SOAP, REST, .NET Framework (ASP, C#), C++, PHP
  + MS/SQL, noSQL (Cassandra, Hadoop, Heroku),
  + Mobile Frameworks (Native/Titanium, HTML5),
  + Salesforce Sales/CRM (SOQL, APEX, VF Pages, Workflows, ProcessBuilder, Custom Objects and Fields, Triggers, Security, Third Party Apps and APIs); Salesforce Marketing (Marketing Cloud, Pardot)
  + Solution delivery, code reviews and release management.
* Overseen methodologies utilizing Waterfall, Agile/SCRUM, SOA, SOI, web server (IIS, Apache, WebSphere)
* Responsible for Operational Analytics, Forecasting and Budgeting, reducing CAPEX and OPEX

**Professional Chronology**

**CTO** 2019 – Present

**Alphadevco**

**Surfrider Foundation** 2013 - 2018

**Director of Information Technology**

**StrataScale** 2008 - 2013

**Senior Director of Software Research & Development**

**1105 Media/Money Mailer** 2005 - 2008

**Director of Systems & Application Development**

**Data Services and Systems Integration** 1999 - 2005

**Vice President, Enterprise Applications**

***Earlier Positions***

**Universal Analytics, Inc.**

**Director of Application Development**

**The MacNeal-Schwendler Corporation**

**Manager Information Technology/Senior Staff Scientist**

**Professor, CA State University - Computer Science/Mathematics**

**Education**

**Master of Science in Computer Science**, CA State University

Subject areas include Design and analysis of new computer systems, research artificial intelligence and geometric modeling

**Bachelor of Science in Mathematics**, CA State University

Subject areas include Applied Mathematics, Applied Physics and Electrical Engineering