DAVID MARRA

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SENIOR INFORMATION TECHNOLOGY EXECUTIVE
Driving Significant Results for Technology Management by Revolutionizing Business Processes

Career Overview: Senior information technology leader with experience leading onshore and offshore staffs of 125+ through 8 direct reports and a budget of $35M+. **Consistently recognized as Top Talent for delivering results that exceed goals and objectives.**

Leadership & Business Impact as CIO/CTO of TrakData: Proven track record of supporting business growth through the implementation of robust, reliable, and scalable information technology to exceed stakeholder service levels, company financial goals and budgets. Build and empower high-performance teams, create collaboration at all levels, and drive continuous improvement with the use of data and metrics.

Personal Brand: Deliver results, develop people, and understand risk rewards that significantly improve profitability.

> *"David and I worked several years together in a multinational data processing company that was the market leader in its space. As CIO, his insights and eloquent solutions to the technical, multi-language and cultural issues were instrumental to our success. He has a gift for delivering new feature functionality while maintaining the 100% systems reliability through a staff that enjoys working with him."*
> —B.W., EVP and General Manager, TrakData

PROFESSIONAL CAREER HISTORY

REGIONAL HOME HEALTHCARE (RHHC), **Senior Vice President**, City, ST   2015 – 2016

ABC CONSULTING GROUP, **Chief Information Officer | CIO,** City, ST   2014 – 2015

TRAKDATA *(acquired Sound Solutions)*, City, ST   1997 – 2014
- **Chief Technical Officer | CTO -** Staff of 125, 8 direct reports, $35M budget (2012-2014)
- **Chief Information Officer | CIO -** Staff of 90 (15 offshore), 6 direct reports, $17M budget (2007-2012)
- **Senior Vice President | SVP -** Disaster recovery; account management/call center operations for 2 business units (2000-2007)
- **Vice President | VP,** SOUND SOLUTIONS (1997-2000)

SELECT PERFORMANCE HIGHLIGHTS & BENCHMARKS

- **Saved $1M+ in annual and ongoing expense** and improved service levels with the design and implementation of a program to enhance vendor relationships. (CTO)

- **Retained customers with $5M+ in annual revenue** through the implementation of an advanced gift card authorization system at a third-party data center in City, Country, ensuring compliance with new government regulations. (CTO)

- **Boosted revenue $2M within first year of sales** with a new promotional "bolt on" capability for an existing product—a design requiring no changes by customers. (CIO)

- **Supported customers in 25+ languages across 40 countries** to meet demands arising from increased international sales; delivered capability for online/web and reporting systems to support any language and currency. Combined with previously delivered cross-border acceptance of gift cards, it provided a complete international product. (CIO)

- Led integrations of acquired companies moving processing, reporting, and operations to standard system. **Transferred 60+ new customers, ensuring critical process support and $8M+ in revenue retention.** (SVP)

- **Landed $10M+ in annual revenue and contracts** with the largest franchised restaurants in the US through the implementation of systems and operations to support franchisee business models. (SVP)

- **Developed a comprehensive Security and Compliance plan** to address outstanding audit items and improve overall security posture resulting in a documented plan and roadmap with clearly communicated objectives and milestones. (SVP, RHHC)

EDUCATION & TOP SECRET SECURITY CLEARANCE

Bachelor of Science (BS), Computer Management, Name of University, City, ST

Barron School of Public Speaking, City, ST
Harvard Law School, Program on Negotiation

US Government, Top Secret Security Clearance

CRITICAL LEADERSHIP INITIATIVES & FOOTPRINTS — TRAKDATA/SOUND SOLUTIONS

SENIOR VICE PRESIDENT
Implemented process controls to ensure system availability of 99.999%+ after peak-season outage

Challenge & Action: Sound Solutions incurred a major system outage in December—the Saturday before Christmas at peak processing/shopping time—affecting approximately 50% of all customers in the largest retailers in the US. **Recruited by President of TrakData to lead efforts to build disaster recovery systems and processes to prevent future outages.**

- Scheduled phone calls and on-site meetings with impacted clients to discuss root cause and long-term plans for improving DR capability/communications.
- Developed ad hoc team to continue review of logs, working with key vendors to completely understand root cause; formed project teams to address multiple systems involved in the outage.
- Integrated new process and system for internal and external communications to address major outages—process used currently for day-to-day notifications.
- Held vendor feedback reviews on proposed architecture(s) of real-time failover capability to secondary data center.
- Established regular internal communications and customer meetings to ensure that new architecture was fully understood.
- Implemented regular test(s) of failover/communications systems and operational processes to prevent reoccurrence.

—Results (business impact)—
Regained customer and internal trust with new systems and processes.
No customers left the business as a result of the outage.

CHIEF INFORMATION OFFICER
Delivered multiple new products for stand-alone business unit leading to $5M+ in new revenue within 2 years

Challenge & Action: SVS was purchased by Comdata Corporation in 2000 and, in 2002 the two companies began to integrate systems and operations. By late 2007, after a private equity buyout of the parent company, a decision was made that SVS should operate independently of Comdata. **I was sought out to serve as CIO to separate service levels, upgrade existing systems, and deliver new products.**

- Collaborated with GM to understand goals for the business unit, and worked with CFO to review current budget, constraints, and costs.
- Spearheaded effort to analyze core IT processes; reviewed vendor relationships, hardware, and third-party software maintenance agreements.
- Implemented off-shore product-support team to provide comprehensive customer support during evening and overnight.
- Led reorganization to take advantage of skills and talents of existing staff, identifying the need for new positions/hires.

—Results (business impact)—
Decreased response time to customers 50%+ while reducing # of incidents by reacting earlier in the lifecycle.
Reduced annual expenses 20%+ and improved overall service level 25%.

SENIOR VICE PRESIDENT
Generated $10M+ in annual revenue and contracts

Challenge & Action: After 3 years of growth in the gift card market for large retailers, Sound Solutions decided to take the Private Label Gift Card product to the franchisee market with companies such as Ruby Tuesday's, Panera Bread, and others. The core system and product provided most of the functionality needed to service this market, but key components were missing.

- Collaborated with franchisees and sales team to identify market needs not met by existing product.
- Built capability to move funds (settlement) between different franchisee owners and to provide accurate, detailed reporting.
- Developed franchisee-level reporting and a methodology for franchisees to obtain business reports.
- Developed merchant stand-alone terminal application to authorize gift card transactions.
- Implemented system and worked with warehouse distributor to manage card inventory at individual stores.
- Built an internal help desk to support all new functionality for individual locations.

—Results (business impact)—
Key contributor to improved processes that landed contracts with the largest franchised restaurants in the US.

Challenge: David's company went through a restructuring and he was laid off. He reached out to me to write a professional resume. His original resume was 4 pages.

Action:
- Created two stand-alone pages—the first page, a networking resume—to showcase his many accomplishments in the Performance & Highlights section.
- Tell his story with CAR scenarios on Page 2 that are basically, his interview.

Results:
David had an immediate interview in Chicago last week and is waiting for his offer!