

Areas of Expertise



eCommerce Business Strategy
Technology Leadership
Innovative SaaS Startups

Industries

eCommerce (B2B, B2C, Marketplaces)
Finance
Legal
Media
Pharma
Insurance
Education

Positions Held

Managing Director, Nimble Leader
CEO, Virtina (eCommerce Engineering company)
Founder, 3Dee.io (omni-channel Experiential eCommerce platform)
CEO, Gami LLC (Software Development)
VP, CIO -ARC Group (Healthcare financials)
Application Architect (Comcast)
Various software developer positions
Founder, multiple startups

Education | Certifications

BS Information Science. Drexel University
Summa Cum Laude
BS Mathematics. MG University

Publications

Forbes Technology Council Contributor and Member (2018)

Awards

Take A Shot Award, VisAlign.
Make A difference Award, VisAlign.

Advisory Positions

GLG Advisory, Council Member - eCommerce
AlphaSight, Executive Advisor, eCommerce Technology Advisor (Non Profit)
National Center For Adult Literacy, UPenn. Technology Advisor, CAMAPlan, Benepath, multiple Startups

Speaking Engagements

Seminar on Crowdfunding.
Various Business Marketing Association Events

Personal Brand | Experiences and Successes

1 of 2

Business Technology Strategist

Core value: I find ways to accelerate revenue growth, grow profits and maximize people; combining technology, innovation, and tenacious problem-solving.

Core Focus: eCommerce strategy, execution, and support to SMBs (B2B, B2C and Marketplaces)

→ eCommerce: Regularly Advises Clients On

- eCommerce strategy, business process optimization to reduce operational costs and/or increases revenue
- the use of latest technologies (AI, ML, AR, MR/VR) and omni-channel strategies to increase sales
- ways to implement experiential buyer journeys, customer experience and immersion techniques to increase loyalty and conversions.

→ Business Strategy

- Repositioned GAMI LLC dba Virtina as a premier eCommerce technology solution provider to increase revenue by 100% and while reducing the costs by 30% in the first year.
- Secured certified partnerships with 9 major eCommerce platforms in 18 months covering 90% of SMB market share in US.
- Spearheaded initiatives to cut costs through outsourcing of non-critical functional areas and insourcing of mission-critical areas resulting in costs savings of 10.5% and 26% in two organizations.

→ Technology Leadership

- Implemented automation/integration technologies resulted in a 25% increase in operational efficiency with cost-savings of \$1.2 million in the first year for a healthcare financials company
- Consolidated multiple communication vendors resulting in 30% cost savings.
- Architected, led the development of first ever business intelligence/reporting platform for B2B business of Comcast combining data from two different billing systems
- Highly successful roll out of applications such as MS-CRM, MS SharePoint Portal, Reporting Servers, VOIP based on open-source Asterisk and wireless networks overhauling the complete IT infrastructure in record time of 7 months with minimal budget and staff.
- Adelphia BPO: Setup, managed offshore BPO project for Comcast with 25 people as a part of Adelphia acquisition. Delivered, on time, on budget with unparalleled quality, at a cost savings of 70%.
- Award Winning Product Development (SUSDEVIKI) for University of Chicago
- Technology advisor to multiple startups in various industries.

Innovative Startups | Product Builds (Founder)

→ Failed Startups

- Business Productivity- TimeCarrier.com, 1998-2000
- Legal - Courtport.com, FreeCourtDockets.com, 2000-2014
- Staffing – Talentoid.com 2000-2013

→ Active Startups

- <http://3Dee.io>. Omni-channel experiential eCommerce B2B SaaS product.
- <http://MyLetta.com>. Automated handwritten letters plugin for your sales team and/or eCommerce sites. B2B SaaS product
- <http://CartIn24.com>. Easy to use, rock solid eCommerce SaaS platform
- <http://eCommerce.guru>. One stop eCommerce resource offering learning opportunities for small to midsize eCommerce businesses

ECOMMERCE (RE) LAUNCH PROCESS IN 2 TO 32 WEEKS

