

TECHNOLOGY EXECUTIVE – CIO/ Director IT / Hospitality IT Management

Multifaceted leader supported by effective mix of exceptional skills in both business and technology that combine to deliver strong results in revenue, cost reduction and technology innovation.

Flawless history of delivering complex projects on time, within budget through focused team leadership and expert project management skills. Experienced in creating scalable technology infrastructures and guiding operational success during periods of growth, change and consolidation. Extremely cost and productivity-focused, with capacity to create highly-efficient and cost-effective IT departments through seamless ability to manage people, processes, vendors and technology. Possesses hands-on management, vision and motivational work ethic that consistently fosters performance improvements, consistent spirit of teamwork, loyalty and accountability.

AREAS OF MANAGEMENT COMPETENCY & TECHNICAL EXPERTISE

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|-------------------------------|---------------------------------------|--------------------------------------|
| ▪ General Management | ▪ IT Project Management | ▪ ERP, Accounting, and Distribution |
| ▪ Strategic Business Planning | ▪ Systems Implementation | ▪ Club / Property Management Systems |
| ▪ Operational Improvement | ▪ Application Development | ▪ Point of Sale Systems |
| ▪ Vendor Management | ▪ Systems Integrations and Interfaces | ▪ Web / Internet Marketing / SEO |

CAREER & ACHIEVEMENT SUMMARY

MEADOWBROOK GOLF – Champions Gate, FL

1999 to Present

Premier, full service golf course and resort management, maintenance and supply company formed in 1994 – growing to 75 locations and 3,000 employees by 2008. Funded by Apollo LP.

Chief Information Officer

Reporting to CEO, accountable for setting IT strategy and direction for Meadowbrook Golf, International Golf Management, Golf Ventures and all other subsidiaries. Key functions include developing efficient IT infrastructure throughout organization, building a 7 employee IT team, and creating highly-efficient and scalable technologies that supports business processes. Developed industry leading Ctrip, POS, PMS, and ERP solutions. Provides ongoing technology leadership throughout growth, acquisitions and change, implementing best practices and new solutions in a dynamic business and hospitality environment.

Executive Highlights

- **Met challenge to create efficient IT infrastructure across centralized corporate office, operations spread around numerous golf courses, resorts and warehouses across the country** by implementing organizational-wide Ctrip XenApp farm that easily facilitated the publishing of virtual desktops and standardized applications throughout the enterprise. Gained significant competitive advantage and ROI of at least 300% annually.
 - The Ctrip platform saved tens of thousands of dollars in annual support and maintenance costs.
 - Ensured streamlined, fast and easy transition of new acquisitions.
 - Proprietary applications, such as enterprise-wide time management and reporting system saved hundreds of thousands of dollars.
- **Created an industry leading Point of Sale infrastructure and support group** at substantial savings.
 - Negotiated vendor agreements that cut up to 40% of software and annual support costs.
 - Cut 50% in Member Billing labor costs through implementation of centralized billing platform.
 - Implemented automated interfaces that significantly reduced accounting costs and increased the utility of forecasting and internal business reporting.
 - Implemented Emerald Coast Golf Trail loyalty program, 1,800 members annually generated \$780K.
- **Saved over \$140K in virtualization / consolidation of data centers.** Implemented System Center Essentials to streamline server management, facilitate easy backup, and disaster recovery.
- **Focused on help desk efficiency and effectiveness**, with 85% of issues resolved the same day and 94% managed within 24 hours. Ensured ongoing support success by utilizing proactive management, self-help intranet and end-user training.

- **Significantly improved productivity while delivering substantial cost savings including 20% reduction in accounting staff** by consolidating disparate accounting packages into a single 50-seat Microsoft Great Plains ERP System.
 - Implemented workflows, management dashboards, and corporate standard financial reporting.
 - Implemented automated workflow from POS systems into Great Plains, eliminating 2 FTE positions.
 - Saved thousands of dollars on storage costs and enhanced department efficiency by implementing document imaging system.
 - Great Plains implementation at Golf Ventures significantly improved overall business performance and helped Golf Ventures receive “Dealer of the Year” award, 2010.
 - Realized full ROI on \$150K Golf Ventures implementation in ten months via staff efficiencies; reduced parts/floor plan inventory.
- **Played key role in spearheading numerous technology projects for Lajitas Golf Resort and Spa**
 - Saved \$60K by substituting hardened point-to-point wireless infrastructure for planned fiber network.
 - Resolved Internet issues, and increased bandwidth availability by introducing a Link Balancing System.
 - Led implementation of Delphi.fdc, saving \$45K on site installation, raising group sales by 40%.
 - Turned a struggling Jonas implementation in a successful one, saving \$100K in PMS replacement costs.
 - Developed PMS interface, eliminated challenges with manually processing over 4,000 reservations.
- **Championed Internet presence and marketing activities** including website development, email, PPC, paid placement, social marketing, and social reputation. Implemented metrics for all on-line promotions.
 - Realized 250% increase in website visitors and online bookings from \$630K to \$850K in one year at Lajitas.
 - Identified and cut \$40K/year in wasted Internet and printed media advertising dollars.
 - Significantly enhanced customer engagement on Golf Ventures website by adding Partsmart, MSDSLabels, and quote to order system for heavy equipment. Produced significant and ongoing cash flow by adding used equipment clearance functionality on website.
 - Developed industry leading Mobile Applications for Field Service and Sales Teams, at Golf Ventures.
- **Led numerous technology implementations** including IBS, Fore, and Jonas POS Systems, Jonas and Infor PMS systems, Great Plains ERP, Delphi Sales Management, Phonality and Allworx VOIP systems, iSCSI Data Storage, Data warehouses in SQL Server, OpenDNS, SonicWall and Firebox Firewalls, Voice and Data infrastructure including MPLS. Developed proprietary solutions internally using .Net, ASP, HTML, and SQL when commercial applications were not available or feasible.

Regional IT Director – KSL Resorts, Manassas, VA and La Quinta, CA (1998 to 1999)

Reported to KSL CIO. Responsible modernization of IT organization, improved internal communications, workflow, and alignment of IT with business needs for KSL Fairways and Lake Lanier Island Resort.

- **Implemented Citrix Metaframe with over 300% ROI** at KSL Fairways.
- **Fostered a “true” high-end resort experience while slashing operating costs and increasing revenues** by implementing a wireless network on Lake Lanier Resort, and deploying PMS and critical applications via Citrix.
- **Championed introduction of emerging web technologies** to develop sophisticated email marketing, data mining and web metrics. Additionally, implemented outsourced call center and online tee-time technology.

Director, Digital Forensics – Investigative Group International (IGI), Washington, DC (1991 to 1998)

Provided computer forensic research, security audits, and expert witness services.

Product Specialist – Folio Corporation, Provo, UT (1990 to 1991)

Produced Folio Views databases for AICPA.

Senior Programmer – Codeworks Corporation, Washington, DC (1989 to 1990)

Created CodeView, a revolutionary CD based product for building code research.

Senior Programmer - Decision Resources Corporation, Washington DC (1987 – 1989)

Created Executive Information Systems and War Room Applications for Wall Street clients.

Programmer - Office of Management and Budget (OMB), Washington DC (1985 – 1987)

Maintained mainframe based budget modeling system. Programmed first email system for division.

ACADEMIC ACHIEVEMENT

BS, Computer Science – University of Maryland (1987)