GORDON LEAR

C I O / C T O
Executive Business Analyst
Senior Programmer Analyst
Senior Project Manager
Scrum Master Agile Evangelist

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PROFILE

20+ year technical executive specializing in leading multifaceted software and business teams.

Excels in large corporations, SMEs or Startups.

Launched several multimillion-dollar solutions from concept to maturity.

Responsible for $2+ Billion in B2B order processing transactions.

Built Strategic Alliances with Fortune 100 and 500 Organizations.

Supported national B2B user base in 1000's and international B2C audiences in the multi-millions.

Developed customer and user steering groups and partnerships.

Recruited, hired, trained, mentored, developed and led 100's of highly productive employees.

Experienced in: Enterprise Management. Information Technologies. System & Software Design and Architecture. HIPPA, PCI, Software Release Management. MVP. Product Management. OKRs. SCRUM, Agile, Kaizen. Project Management. PMP. Data Integration and Exchange, Data Mining and Warehousing. Big Data, React, NoSQL. Supply Chain Management, Internet of Things, Team Building, Staffing, New Business Development, Sales Force and Sugar CRM. Electronic Marketing Systems, Targeted Marketing. Mobile, Handheld, Tablet Solutions.

IT EXECUTIVE CONSULTANT & COACH

Gordon Lear LLC, Sarasota, FL
2014–Present

Working with over 20+ clients; Provided value-based consulting with 100% customer satisfaction; Following Agile, Measure What Matters and OKR principles and processes; Laser focused on delivering projects on time and on budget.

Highlights

- $100K COVID-19 response project deploying devices for virtual/remote workspaces
- Salesforce Project improving processes resulting in revenue growth from $1.5M to $7M in 14 months. (HUD/Bank Industry)
- Resized IT Department resulting in annual six figure savings. (Manufacturing)
- Moved over a dozen companies to the cloud reducing IT overhead by more than 75% while improving uptime by over 1000% (Manufacturing, Non-Profit, Athletics, Hospitality)
- Executed several SEO/SM strategies in several different industries all exceeding goals. (International Media, Home Improvement, Sports, Non-Profit, Fashion)
- New company launch now spanning 15 countries (International Media)
- Designed, developed and launched Fundraising Solution for 501.3c business facilitating six figure annual and capital campaigns. (Non-Profit gratis)
- Consulting on dozens of website launches, rebranding and makeovers. Specializing in CTA, ROI, UX and reducing administration overhead.

Specialties, Proficiencies and Aptitudes

Non-Profit, SME and Mom and Pop space, Owner and Executive Coaching, Technical and Business Strategy Consultation, Technical Alignment, Rightsizing Teams, Build vs Buy, Brand Reinforcement, IP Protection, Social Media Strategy and Execution, Developing low administrative high functional online footprints. Creating low cost high available office solutions with near-zero overhead.

VICE PRESIDENT & DIRECTOR SOFTWARE DEVELOPMENT AND IT

Genius Central, Sarasota, Florida
2006–2014

Highest ranking technical officer of executive team working side by side with the only c-level officers (CEO and COO) to develop and execute all business strategies, alliances, and partnerships. Responsible for the following departments: Software Development, Quality Assurance, Dev & Data Operations, Technical Support, Project Management, and Product Management.

Highlights

- Invented online scanning system transforming how the Natural Product Industry orders products from wholesalers. Becoming the company's primary revenue stream and flagship product processing $2B in orders per year.
- Main Lead with Intel partnership in a 2yr Big Data "End-to-End" Business Analytics project resulting in becoming a featured IoT presenter in the Intel Booth at the NRF 103rd Annual Convention & EXPO - Retail's BIG Show 2014.
- Key Role in SPINS Strategic Partnership.
- Key Role in $3M Sprouts Farmer's Market Partnership
- Launched the first and industry leading Supplier Portal allowing thousands of suppliers to upload and manage their electronic catalogs creating multimillion-dollar revenue streams and a foundation for exponential growth in our ETL processes and data operations.
- Relaunched B2B Industry website with million-dollar revenue stream from online advertising.
- Relaunched B2C Webhosting platform including ecommerce and dropship solutions and responsive design for over 1000 retailers reviving a multimillion-dollar revenue stream and improving customer satisfaction by 30%.

- Adopted Agile best practices across the organization winning buy-in from all departments. Improved quarterly releases to every month with less bugs and better-defined features.
- Improved all products and processes by porting legacy systems to new big-data and open source tech stacks. Resulting in faster systems, better UX and easier administration all while reducing in software licensing costs by $500K+
- Overhauled Call Center serving 2000+ customers with answering the top 20 questions in 20 seconds, improving online tools, and upgrading staff. Cross-Trained Department in software testing and QA for seamless launches and rapid product knowledge transfer. Customer Satisfaction went from below 60% to over 90% within 18 months.
- Rearchitect and Replaced 100% of production systems in co-location host. Over 25 Servers and 20 appliances load balanced resulting in 99.9999% availability and 100% redundancy.
- Key technical lead closed several $1M+ partnerships within natural grocery and supplement space.
- Directed the design, deployment, execution and maintenance of all enterprise and infrastructure resulting in 99.99% uptime.
- Oversaw multimillion-dollar Class A Office Space and move including Data Center and QA Labs allowing company growth of 3x.
- Responsible for $2M+ (75% of total) W2 payroll
- Responsible for $3M+ contractor budget
- Managed Software development across five (5) time zones
- Lead five (5) department heads and 65 employees (80% of the business)
- Heavily Involved in all company culture, communications, and quality of life efforts.

Specialties, Proficiencies and Aptitudes

Leadership, Strategy & Execution, Budgets, Cash Flow, Revenue Streams, Product Management, Marketing, Pricing, Partnerships, Business Development, Staffing, Mentoring, Communication, Cross Departmental Functionality, Technical Sales Support (Closing), Online Advertising, PPC, OKRs, SEO, CTA, eComm, CRM, Networking, Enterprise Management, Cloud based Office Tools, Exchange, Teams, Salesforce Development, DevOps, Agile, Scrum, Quality Assurance, HIPPA & PCI Compliance.

SENIOR DATABASE PROGRAMMER ANALYST / DIRECTOR OF IT (2003)

Living Naturally (Rebranded *Genius Central)*
2002-2004

- Lead Senior database developer responsible for the design, development, and maintenance of all development, staging and production database environment.
- Managed 1TB plus of data within a 2000 Microsoft SQL Environment
- Automated all log shipping processes to keep hot copies and reduce development and staging network build times by 1000%.
- Rearchitected and streamlined all ETL processes by introducing meta data and scheduled tasks resulting in the ability to process catalogs from several ours to several seconds.
- Reduced onboarding new customers from two weeks to two hours.
- Grew ETL abilities from 50 catalog imports per week to 500 per day.

Specialties, Proficiencies and Aptitudes

Microsoft SQL, ETL, Windows Server, IIS, .Net, VB.Net. C#, ASP, Exchange, DNS, ICANN, Extreme Programming (pre-agile), PDLC, Customer Support, Sales Support, Vendor Management.

SENIOR WEB DEVELOPER AND IIS ADMINISTRATOR

Acterna, Bradenton, Florida
2001-2002

Acterna a venture capital created company devised of several large acquisitions of several test and monitoring companies in the cable industry. At its prime it was ranked second largest in the world and valued $1+ Billion. There were 10K+ employees in almost every country in the world. IT department had a headcount of 200+.

- Lead System and Programmer Analyst for "cutting edge" corporate website.
- Website dynamically rendered seven (languages) and local branding to 48 counties.
- Website was main tool for 2000-member sale force.
- Website had full ecommerce functionality including product configurator with over 48K components.
- Entire site was coded line by line and on of the first in the communications test industry to accept online payments.
- Site had three tier custom content management system. Development, Staging, and Production all with custom workflows and publishing management.
- Supported IIS and SQL development and production clusters.

- Moved 22 production servers from Raleigh, NC to Germantown, MD with 100% uptime.
- Lead DevOps across three locations and two time zones.
- Was lead liaise with marketing and product management.
- Performed all upward management duties including IT metrics, employee appraisals, staffing requests and procurement approvals and justification.
- SEC compliance team member pre- and post-IPO.

Specialized in: ASP, C++, DLL, SQL Server, IIS Server, SSL, Windows NT Server, CISCO DMZ, Staffing, Project Management, System Design, dB Design, DevOps. ISO, SEC and Visa, MasterCard compliance (pre-PCI)

PROGRAMMER BUSINESS ANALYST

Cheetah Technologies (Acquired by Acterna $163M)
1999-2001

Cheetah Technologies (CT) was a 150 person hardware and software development firm in the test and monitoring space in the cable industry. Customers included Comcast, Turner Networks, Cablevision, and many regional cable companies. I played an integral role in a 15 person IT department supporting highly technical end-users and management.

- Onboarded as a Y2K specialist.
- Stayed on as Network Admin and Application Support Specialist
- Supported several application, file and Exchange servers
- Supported all user devices (cellphones, beepers, laptops, desktops).
- Supported DevOps on all things Windows NT, Authentication and OS configuration.
- Lead database developer for PeopleSoft ERP role out
- Lead developer for Corporate Website
- Lead technical liaise for all C level members
- Lead technical contact for due-diligence during acquisition.
- Lead Bradenton team member for $3M SAP integration post acquisition
- Lead Bradenton team member for website migration and corporate rebranding initiatives.

EDUCATION

University of New Hampshire
1991-1995

Professional Training
A+. Network+. MCSE, MCP, .Net bootcamps, Workplace Harassment, Discrimination, Diversity and Ethics

Hobbies
 Fishing, Kayaking, Camping, Baseball, Woodworking and Making.

Non-Profits and Philanthropy
Take Stock in Children mentor, Sarasota Sharks, Inc. Public Address Announcer and volunteer, Sarasota Country Schools Level 2 Volunteer. Former BOD member YMCA Sarasota, Ravenwood Homeowners Inc.

Personal
Born in New Hampshire and moved to Sarasota in 1996. Married 27yrs, one child. Kelley Lear, MBA., (awesome wife) Director of Strategy and Alliances with Thomson Reuters. Finnegan Lear (fantastic son), high school senior, Pine View honor student, National Merit Scholar Semi-finalist, 4x Scholar athlete (swimming). Rising college athlete and biochemist.