Steven Merzon

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Information Technology Director

Leader of highly efficient and collaborative IT departments.
Facilitating business growth & development through the effective use of technology.

Key Member of Senior Management Team
- Provided **clear technical vision and global IT strategy**, obtaining **consensus and approval** across multiple business units, ensuring **operational success** in **customer driven** environments.
- Led **IT Project Management Office**, completing initiatives on time, within budget and within scope.
- **Assembled motivated and successful teams** encompassing the complete portfolio of IT disciplines, providing **mentorship** to the individual and **high technical standards** to the organization.
- Developed IT roadmaps, policies and procedures resulting in **efficiently running** departments, **working as a strategic partner** with business leaders.
- **Profit and Loss responsibility** including budget preparation and forecasting for all technology expenditures. **Reduced expenses** and **negotiated cost-saving contracts** with external vendors.

Websites, Intranets and Portals, Enterprise CMS, PHP (MVC Frameworks)
- Led the **redesign** effort for the International Trademark Association website, implementing **responsive design** and an **improved user experience**, resulting in **increased traffic** and **first page** search result ranking.
- Implemented **site wide search functionality**, permitting site visitors to quickly find **relevant content**, cross-referenced to Best Bets, Keyword synonyms and full text results.
- Designed and **led the development** of multiple websites, intranets and web based products.

Application Development, Architecture Design, E-Commerce and System Integration
- Led **complex development & data processing initiatives** through the complete Software Development Lifecycle (**SDLC**) including the development of enhancements to the Aptify AMS, the St Paul Re Global Reinsurance System and the Matthew Bender Editorial System.
- Led an **Agile development team** to create web-based products, one of which was named "**one of the ten best online tools**" by *World Trademark Review.*
- Implemented **SDLC best practices** including Version Control, Issue Tracking and Prioritization, full BA / TDD / QA / UAT process, Code Reviews, Release Management, Business Collaboration.
- Created an **E-Commerce / POS system** used by over **10,000 international customers**, generating over **$20 million** in annual revenue.

Business Intelligence and Reporting
- Implemented **BI solutions** featuring KPIs, Scorecards, Dashboards, Data Visualizations and Data Warehouses increasing the organization's ability to make sound business decisions based upon actual data.

Document Management
- Implemented **organization wide document and content management systems** enabling staff to quickly locate relevant documents on a given topic, increased efficiency over the previous method of manually searching a variety of locations on file servers and in file cabinets.

Infrastructure, Disaster Recovery, Business Continuity, Security
- Established state-of-the-art cloud based infrastructure, monitored and staffed 24/7, capable of **supporting offices around the globe**, ensuring the continuity and successful operation of the organization.

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DIRECTOR OF INFORMATION TECHNOLOGY
MERZON IT SOLUTIONS   *2015 - PRESENT*
Creator of innovative ideas, providing strategic guidance on technical initiatives to SMB's & non-profits.

- Website Design and Development
- Information Systems Analysis, Selection and Implementation
- Business Intelligence
- E-Commerce
- Technical Roadmaps / Project Management
- Enterprise CMS / SharePoint
- Data Management

DIRECTOR OF INFORMATION TECHNOLOGY
INTERNATIONAL TRADEMARK ASSOCIATION (INTA)   *2006 – 2015*

CIO Function
- Web & Application Development (DevOps)
- Database & Network Administration
- Business Analysis / Quality Assurance
- Technical Architecture
- Strategic Planning
- Project Management
- Security
- Data Management / Governance

Websites, Intranets and Portals
- Led the **INTA development team** to create **websites, micro sites and intranets**, (PHP/ INTAForce MVC Framework) providing association members and staff with **access to key information**.

Application Development, E-Commerce and System Integration (Full Stack)
- Integrated **SalesForce** with Aptify AMS and custom developed marketing automation systems, enabling Membership Engagement to increase recruitment and retention.
- Led the development of a **Member Communications system** used to distribute personalized onboard, promotional and informational content to **30,000 international customers**. Integration of CMS data with **third party mass email systems** (HighRoad, MagnetMail, Publicaster).
- **Designed and led the development** of the INTA E-Commerce system (PHP based) which includes an Annual Meeting Registration system, a PAC fundraising system and a Membership Renewal system.

Business Intelligence and Reporting
- Provided data warehousing and business intelligence services using Microsoft technologies which allowed the association to **make strategic decisions based upon historical trends and data driven predictions,** resulting in an increase in generated revenue.

SharePoint Enterprise Development and Administration
- Designed, implemented and served as administrator for **intranet, document management, collaboration and public facing websites** using SharePoint Enterprise.
- Designed and implemented **custom site branding** using SharePoint Designer.

Infrastructure, Disaster Recovery, Business Continuity
- Ensured the **successful operation** of an infrastructure **serving six offices across four continents**. Managed the relationship with a co-location provider for all external facing systems and **disaster recovery** providers to ensure **business continuity.**
- Directly responsible for **Customer Service** in support of the needs of a **global membership base**, ensuring **customer satisfaction** and **member retention**.

- VMWare Windows and Web servers
- Windows PCs / Mac Workstations
- Mobile / Tablets (iOS / Android)
- Active Directory Administration
- MS Exchange
- Citrix / Remote Access
- Sonicwall Firewalls / E-Mail Security
- Microsoft Office / Office 365
- SQLServer / MySQL
- SharePoint Enterprise / PHP (MVC)
- Microsoft Dynamics Great Plains
- Aptify
- Mitel Phone System
- Acronis Backup

FREELANCE PROJECT MANAGER
FIRST CAPITAL EQUITIES   *2005 – 2006*

- Provided project management and business intelligence reporting services for **mission critical projects**. Examined and **streamlined** key business processes. Designed and implemented training courses for end users. Created formal documentation for high profile business systems. Advised Vice President on all corporate technology matters.

SENIOR DIRECTOR, INFORMATION SYSTEMS
ST. PAUL REINSURANCE   *1999 – 2005*

- **CIO function** reporting directly to the CEO.
- Established and managed the execution of **strategic and operational technology plans** and directions of the organization, providing the company with a highly efficient Information Technology department. Examined and streamlined key business processes, **increasing the effectiveness** of the organization.
- Responsible for all **mission critical business systems**, including Financial (Oracle Financials, accounts receivable and payable, budgeting, reserve processing), Content Management (imaging and workflow), Claims Processing, CRM, Underwriting, Data Warehouse / Reporting.
- Led the management of the St Paul Re **Project Management Office (PMO).**
- **Reorganized the IT Department** to run efficiently with a smaller budget and reduced headcount. Reduced department expenses by 50% over three years.
- Successfully led the initiative to **relocate a 2600 square foot data center** and related infrastructure to the company's new location.
- Maintained contact with a variety of technical, sales and support representatives. Negotiated cost-saving contracts with external vendors.

APPLICATIONS MANAGER AND DEVELOPER
MATTHEW BENDER AND COMPANY   *1986 –1999*

- Responsible for the **successful completion of programming projects** used by Matthew Bender's Editorial, Editorial Operations, Manufacturing and Digital Publishing Departments in three locations (NY, San Francisco, Albany).
- Responsible for overseeing and participating in the **complete project life cycle**, from initial specification gathering, through impact and cost analysis, application development, basic quality control and roll out.
- Designed, implemented and rolled out the Matthew Bender **Content Management Repository** using Powerbuilder, Documentum and Sybase. This mission critical project was the centralized tool used by Editorial, Operations and Digital Publishing to ensure total quality control and version management for key components of the Matthew Bender Forms products.

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Technical Skills and Core Competencies

- E-Commerce (multi-currency)
- Business Intelligence
- Websites and Portals
- Application Development & Architecture
- Software Development Life Cycle (SDLC) – Agile SCRUM / Waterfall
- Enterprise Content and Document Management
- Departmental Leadership, Team Mentoring / Coaching
- Strategic & Tactical Planning

- Budgeting & Forecasting
- Expense Reduction
- Regulatory Compliance (SOX)
- Database Design
- Project Management (PMO)
- Process Analysis & Improvement
- Digital Publishing
- Vendor Management & Negotiation
- Technical Writing, Documentation & Training
- IT Metrics Reporting

- Enterprise CMS / SharePoint / Drupal
- Object Oriented Programming
- PHP (MVC Frameworks)
- .Net, C#, VB, Vbscript
- JQuery / Javascript / Angular JS
- HTML / HTML5 / CSS / AJAX
- Python
- Twitter Bootstrap
- SQL

- SQLServer
- Oracle
- Sybase
- MySQL
- Business Objects / COGNOS
- Adobe
- SalesForce / CRM
- Documentum
- Dynamics Great Plains

Education and Professional Training

B.S. with honors Computer and Information Science, June 1986
Brooklyn College, Brooklyn NY

Academic Honors
Dean's list freshman, sophomore, junior and senior years.
Jack Wolfe award for outstanding achievement in computer science.

Member of Upsilon Pi Epsilon computer science honor society.
Honors internship in computer science

Professional Training
AMA IT Department Management
AMA Responding To Conflict
AMA Critical Thinking
AMA IT Cost Management
Project Management Methodology

Situational Leadership II
Times Mirror Leadership Institute
PMI Project Management Series
Agile Software Development Practices