
MULTIFAMILY / REAL ESTATE TECHNOLOGIST

SOFTWARE ARCHITECTURE - INTEGRATIONS - MOBILE & WEB APPLICATIONS

TECHNOLOGY EXECUTIVE AND INDUSTRY THOUGHT LEADER who blends innovative technology, operations, marketing, and product development strategies to increase profit through efficiency.

MULTIPLIER WHO CREATES SCALABLE SOLUTIONS through rapid process iteration, automation creation, and internal customer centricity.

COLLABORATIVE LEADER AND TEAM PLAYER who is agile, professional, and highly responsive to organizational and industry needs.

Niido (Powered by Airbnb), Miami, FL Metro Area - Privately held owner, developer, and operator of homesharing-friendly apartments (in partnership with Airbnb) with planned expansion throughout the US. (Startup Organization)

CHIEF TECHNOLOGY OFFICER - (1/2018 – Present)

Developed the early technology foundations and roadmaps, as the fourth employee, followed by a rapid ramp-up of software and integrations required to launch a startup in a cost effective and timely fashion. Established an ultra-agile development and integration team to evolve the core platform as we continued to explore operating in this pioneer space. Bridged the overall technology and integration gaps between STR and conventional multifamily ecosystems.

- **Operational Experience:** Contributed my multifamily operations experience in the early days and gained invaluable “first-mover” operational experience and lessons learned as the only remaining employee, aside from the CEO, to have been involved in every phase of the company’s evolution up to now.
 - **Application Development:** Architected the development of “Siight”, a licensable homesharing management software platform that facilitates the scalable operation of homesharing communities in the multifamily space.
 - **Data Warehousing:** Integrated and overlaid data feeds from both short- and long-term management systems to amplify the value of the data and gain valuable insights never before possible in an automated and scalable process.
 - **Building Tech Compatibility:** Researched and evaluated operational building technologies (access control, telecom, etc.) that were multifamily-compatible to establish whether it could properly function in a hybrid homesharing building.
 - **Mobile / Web Platforms:** Provided our Operations and Marketing teams with the resources necessary to rapidly roll out mobile app and website functionality for our residents, guests, and prospects as needs arose.
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Kettler Enterprises, Washington, DC Metro Area - Privately held owner, developer and operator of apartments, condominiums, and mixed-use projects throughout the Washington, D.C., metropolitan area and surrounding mid-Atlantic region. (NMHC Top 50 Organization)

CHIEF TECHNOLOGY OFFICER - (2/2017 – 12/2017)

Restructured Kettler’s entire organizational technology ecosystem to release the pressure built up from years of very rapid growth and limited technology investment. Developed a two-year strategy roadmap to embrace the most efficient flow of new multifamily technologies throughout the organization with an utmost focus on operational costs, making the teams that I served confident with (and less resistant to) progressive change. Newly restructured teams:

- **Infrastructure Technology:** Conventional “IT” group that manages the IT helpdesk, network maintenance, cybersecurity, on-site system support, etc. – Created proper hierarchy and added bench depth
- **Marketing Technology:** Dotted line between this group and Digital Marketing; Specializes in marketing system setup, integration, and support before turning over to Digital Marketing to execute and run. This group also manages the coding of custom websites and integrations to the marketing dashboard tools and public marketing sites. – Created new department, developed roles & responsibilities, staffed department, and created proper hierarchy
- **Management Technology:** Multifamily management systems group that manages and supports all core management systems and all ancillary management system-related services – Created proper hierarchy
- **Innovation Technology:** Collaborative internal development cohort of other departmental staff that utilize nearshore development to explore, pilot, and launch innovative [lean] technology solutions for the organization (and industry) that do not yet exist in the market. – Created new department, developed roles & responsibilities, and created proper hierarchy

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The Bozzuto Group, Washington, DC Metro Area - *Privately held, integrated real estate services organization based in the Washington, D.C. metropolitan area. (NMHC Top 50 Organization)*

DIRECTOR | TECHNOLOGY DEVELOPMENT - (1/2014 – 1/2017)

Created and developed the Technology Development department within Bozzuto to create the perfect environment for innovation and efficiency that is needed to remain #1 in the industry. Processes that would take hours now take minutes. Projects could be tested and implemented with two thirds cost savings. Innovative best practices were executed to continually develop new processes and efficiencies that kept Bozzuto running at optimal performance and low cost as well as manage all industry website and integration solutions/support.

- **Web Platform:** Created and managed the Bozzuto Web Platform [and process] which allowed completely custom websites to be built at a 50% price reduction, increased speed, and enhanced server stability
- **Integrations:** Maintained and supported all technical integrations across multiple vendors / products (Yardi, Entrata, RealPage, MRI, etc.). Also specialized in creating custom integrations between systems that are known to be “incompatible”
- **Data Feed Management:** Tackled the notorious data feed issues by developing a custom feed management application that channels any (and all) outgoing feeds through one source, cutting down errors and reducing the resolution time by 75% on average
- **Innovation:** Designed and managed a first-in-industry multifamily combination ERP & “Data Operations Portal” that brings each department’s data (and tasks) into one core application for exponential process efficiency and transparency
- **Custom Applications:** Utilized nearshore development teams to develop custom software or mobile solutions for any purpose (designed by our team) at a fraction of the cost and time, allowing for affordable and timely “lean start” methodology to be successfully followed

Riverstone Residential Group, Washington, DC Metro Area - *Riverstone Residential was the nation's largest 100% third-party multifamily manager and oversees apartments for rent throughout the United States in conventional, affordable, student housing, military housing, senior housing, and lease-up communities (acquired by Greystar in 2014). (NMHC Top 50 Organization)*

DIRECTOR | MARKETING TECHNOLOGY - (9/2012 – 12/2013)

Identified, evaluated, and recommended emerging technologies that enhanced existing marketing and web platform offerings as well as introduced new applications and systems that substantially improved Riverstone’s overall digital marketing effectiveness

- **Emerging Technologies:** Worked with emerging/startup equipment providers to form partnerships with leading multifamily software providers, enabling Riverstone to offer best-in-industry pricing
- **Web Platform:** Provided our team with the technical expertise, support, and business strategy necessary to offer entirely new template, hybrid, and custom website platform products
- **Business Growth:** Increased departmental YTD billing by over 600% as a result of new web-product capabilities
- **Teamwork/Communication:** Built and maintained close working relationships, founded on trust and mutual respect, with an entirely geographically-dispersed marketing and website platform team, resulting in highly efficient transfer of knowledge and information at regular intervals
- **Leadership:** Engaged executive management with new and innovative strategies while also providing my team with the confidence that their input and opinions were accounted for in any decisions that involved their daily operations

LeagueZone.com (Web Application) Washington, DC Metro Area - *An entrepreneurial web-based application that combines the practicality and popularity of social networks with the utility of enterprise level [sports] league management software.*

GoNo.co (Mobile / Web Application) Washington, DC Metro Area - *An elegant yet simple social polling and decision-making application for mobile devices and desktop web browsers.*

PRINCIPLE ARCHITECT | INVESTOR – (1/2010 – 8/2012)

Conceptualized, pitched, and executed the functional design of two large-scale mobile and desktop application development projects from the ground up, utilizing a team of offshore programming resources and US investors.

- **Technical Leadership (Both):** Led collaborative team of 10 (6 offshore contractors) during the programs’ development processes
- **Business Marketing (Both):** Performed the initial product pitches, multiple press interviews, and other front-facing marketing initiatives
- **Project Management (GoNo):** Liaised heavily between investment group and programming team to maintain momentum and schedule
- **Business Growth (LeagueZone):** Expanded league participation to 80+ teams, 95+ coaches, and 1000+ players in the first two months

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RESOLVE MARINE GROUP, INC., Fort Lauderdale, FL - *A leading global marine services organization that provides emergency response, marine engineering salvage, naval architecture, training, and many other services to the maritime industry. (Global OPA-90 Provider)*

ASSOCIATE DIRECTOR | DIGITAL MARKETING – (6/2007 – 1/2010)

Significantly increased analytic traffic and market penetration by more than 30% through a restructured marketing strategy, converting from a defensive “overcoming objections” approach to a more proactive “visual awareness/emotional leverage” approach

- **Business Growth:** Played key role in revenue growth from \$50M to nearly \$150M; facilitated international expansion by securing strategic alliances and utilizing emerging platforms, partnering with outsourced services beyond US waters
- **Technical Leadership:** Created innovative online vessel compliance and tracking system which provided real-time information to legal departments, insurance underwriters, and US Coast Guard; program is still recognized as a leading system industry-wide

BROWARD COUNTY FILM SOCIETY, Fort Lauderdale, FL

DIRECTOR | TECHNOLOGY - (8/2002 – 5/2007)

BUTLER TECHNICAL CONSULTING, Fort Lauderdale, FL

FOUNDER | BUSINESS MANAGER - (8/1998 – 5/2002)

EDUCATION

GEORGE WASHINGTON UNIVERSITY, SCHOOL OF BUSINESS, Washington, DC
Master of Business Administration (MBA), 5/2012
Technology Management Track
MBA Association ~ Accelerated MBA Cohort President

UNIVERSITY OF CENTRAL FLORIDA, SCHOOL OF BUSINESS, Orlando, FL
Bachelor of Science in Business Administration (BSBA), 2007
Major in Digital Marketing; Minor in Psychology
“Bright Futures” Scholarship Graduate

ASSOCIATIONS & ACTIVITIES

Associations: NMHC ~ NAA ~ Junior Achievement ~ Habitat for Humanity ~ American Refugee Committee ~ PetSet

Travel: Extensive international travel (25+ countries), including six months in Australia, three months in Europe, and two months in Asia

TECHNICAL SKILLS

Agile App Development ~ ERP, CRM, and General Relational Database Design and Management ~ AWS Server Management ~ Syndication Feeds ~ HTML, CSS, PHP ~ SharePoint ~ Cybersecurity