

Gregory K. Fox

Moorestown, NJ

Overview

Senior technologist with thirteen years in developing enterprise solutions involving the creation of distributed systems and automated workflow. Specialize in complex process and workflow environments involving people, technology and information sharing. Product development successes involving conception, analysis, architecture, design, team building, management and programming. Business workflow optimization experience with expertise in integration technology. Management and business development experience and founder of an independent software development firm. Researcher, educator and senior level consultant.

Summary

- *Industry Expertise:* In-depth understanding of technology integration challenges, change management and technology advances. Experience managing clients and in understanding business needs.
- *Solution Concept to Execution:* Unique competency in translating business trends and current challenges into solutions, including conception initiative, project management, requirements analysis and documentation, software design and development, delivery support and assessment.
- *Teaming and Collaboration:* Experience in developing cross-functional, cross-organizational teams: (a) between development teams and client /customer teams for project management and development, (b) between technology partners and (c) between clients and their outsourcing vendors.
- *Product Development Management:* Strategic planning, management and coordination of research and development of new product ideas and development programs.
- *Executive Leadership:* Provider of technology direction, organizational structure and vision, career path and business development as a President, CTO and acting department chairman.
- *Innovation and Thought Leadership:* Conceptual solutions to logical and logistical problems have led to new products, successful integration projects and reusable methodologies.

Work Experience

Data Management Associates, Inc. (DMA), Moorestown, NJ **1996 – Present**

Founder, President and CTO

- Founded and managed a software product development organization employing five full-time and numerous independent software developers.
- Responsible for contract procurement, client relationships, product development, business direction, intellectual property management and development team leadership.
- Successfully led the organization through product development, contract programming and IT consulting stages.
- IT consultant and software developer to associations, manufacturing firms and professional service organizations.
- Certifications: Microsoft Certified Partner and Microsoft Small Business Specialist

Complete Caller (DMA product)**2006 - 2007***System Architect and Product Developer*

- Developed strategic approach for creating a “Shared Focus Network” to extract actionable intelligence from automatically collected activity data, for purposes of findability, accountability and analysis.
- Prototyped business applications of automated data collection for Social Network Analysis, providing new product direction and growth strategy in a large horizontal market.
- Lead technical architect on Complete Caller, a PBX-to-CRM integration system, which links telephone systems to SMB vertical market CRM/Accounting/database systems for call center functionality.
- Designed a highly scalable and reusable Web-based application framework for a product family which includes workstation, server, Web service and remote administration components.
- Leveraged previous knowledge and experience with large-scale integration solutions to satisfy complex custom configuration requirements. Reduced the need for custom telephone system integration programming saving significant client project cost.

Veraterm (DMA product)**2003 - 2005***Creator and Product Development Manager*

- Created an intelligent data integration approach, using activity and terms in document workspaces as smart interface clues, to significantly improve user access to information.
- Studied critical workflow productivity bottlenecks typically involving “eyeball integration,” multiple data systems and multiple tasks and created a patent-pending workflow automation engine to address the problem.
- Combined principles of just-in-time system integration and with configurable system mapping and rich API creation to reduce the cost of integration by 80% in this domain.
- Managed software design and technical architecture of large complex system, using project management and planning skills to minimize development time, using a team of in-house and independent developers.

Business Development

- Responsible for technology marketability and feasibility investigations, combined with client business need analysis and system requirement identification.
- Developed and managed relationships with independent software vendors, resellers, and industry experts, to create a distribution channel and to solicit valuable market feedback.

Project Management Institute (PMI), Newtown Square, PA**1996 - 2002***IT Consultant and Software Developer*

- Developed and deployed numerous n-tier, multi-user and components for Web-based solutions, and managed enterprise architecture growth for a prominent professional association. PMI was DMA’s largest and longest-running engagement during its period of rapid growth from a national organization (15,000 members) to a global association (with over 100,000 members). Managed in-house staff and client development staff.
- Gap analysis of existing and planned association management software systems leading to requirements definitions, design specifications and development/deployment (full lifecycle) of data conversion systems, membership management modules and accounting interfaces. Managed systems conversions successfully during a period of rapidly changing business requirements.

