

MICHAEL SERINGER
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SENIOR TECHNOLOGY PROFESSIONAL

My experience leading tech teams is broad: web & mobile app development, data projects (SQL, MySQL), data migration, cloud services (Azure SQL), video/film production, API integration, mHealth, medical informatics, competitive and business intelligence studies/platforms, web and social media marketing.

PROFILE

- Proven web, mobile and database development leader and project manager.
- Skilled team builder, adept at cultivating top talent and fostering collaboration.
- Has worked with a diverse client base, including Fortune 100 companies.
- Website, mobile app and data project portfolio includes FitBank iOS app and an FDA Prescription Label Data Project.
- Produced and directed "Diabetesville, USA," a full-length documentary film about the diabetes epidemic in South Texas. www.diabetesville.us.

AREAS OF EXPERTISE

Web Development/Design • Mobile Application Design

• Data Mining/Migration/Design • Video/Film Production • Social Media Marketing •
Training & Development • Business Intelligence Platforms • Data Analytics • Project
Management • Target Marketing • Project Accountability • Online Marketing •
Competitive Analysis • Multi-Channel Marketing • Strategic Planning • Software
Management • SEO/SEM • Social Media

EMPLOYMENT & ACCOMPLISHMENTS

GEON Analytics, LLC, San Antonio, TX

2015 - Present

Managing Director

Manages overall operations including program management, sales and social media marketing and technology development. GEON Analytics builds business intelligence platforms that migrate, mine, append, report and visualize client data. Current clients include FitBank.works, University of Texas Health Science Center, Andronico's Community Markets and LifeLoop.Live.

My Own Med, Inc./ MyOwnMed.com, Bethesda, MD

2012 - 2015

Vice President Technology

Managed database, web and mobile technologies that serve as the foundation for the MyOwnMed.com clinical ecosystem. Lead a team of developers building in Android, iOS, ASP.Net, SQL, CSS, HTML, JavaScript, LINQ, SQL Server Integration Services (SSIS), C#, Bootstrap. Developed clients and worked with project teams for the following clients: Cleveland Clinic's Lou Ruvo Center for Brain Research, Food and Drug Administration (FDA), and University of Texas-Brownsville.

Chronic Care Management Inc. / MyVirtualHealthCheck.com, San Antonio, TX

2010 – 2012

Vice President Technology

Directed a development team to create both web- and mobile-based platforms for this start-up designer of a Software-as-a-Service (SaaS) platform for health and disease management. Integrated wireless biometric monitoring functions for Android and iOS to improve "between visit care" among chronic disease populations.

Orion Marketing Group Inc., San Antonio, TX

2002 – 2010

Director of Operations

Managed outbound, inbound and online marketing technology with a \$5 million budget for this provider of CRM systems, contact centers and consulting services. Managed web and call center projects. Partnered with client marketing departments to analyze

market trends and build web-based business intelligence solutions. Designed and instituted training programs to facilitate web applications and CRM interfaces.

- Headed up the design and launch of a \$5 million live chat channel for the home equity product through Bank of America websites, recovering \$50 million monthly in lost loan application volume.
- Piloted the entire marketing campaign lifecycle for such industry leaders as Bank of America and Citi.

LocoGames.com Inc., San Antonio, TX

1999 – 2002

President

Founded this online gaming company, which won “Best Gaming Site” at the 2001 SXSW Web Awards. Hired, trained, motivated and supervised three game/web developers, two designers and one sales professional in product offerings and business processes.

- Led company to reach \$1 million in annual revenue.
- Secured as clients Time Warner Cable, Cartoon Network, Turner Broadcasting and 3M Corporation.
- Helped raise \$2 million in venture capital funding to create and maintain www.GameMachine.com.

Kaiser Associates, Vienna, VA

1997 – 1998

Associate Consultant

Consulted on projects with the Proctor & Gamble competitive intelligence group. Recognized for preparing and delivering detailed (HTML) client presentations to support brand managers.

TECHNICAL SKILLS

Azure SQL, SQL, MySQL, R Statistical Computing, HTML/5, CSS, Bootstrap, WordPress, Photoshop, Premiere, AfterEffects, Cloud Services (Azure, Google), APIs (SendMail, FitBit)

EDUCATION

Northwestern University, Evanston, IL

1997

B.S. Degree in Education and Social Policy

REFERENCES

(contact details available by request)

Suzy Monford, CEO Andronico's Community Markets

James Quail, Partner Toneo.io (LifeLoop.live)

Kevin Bryson, former vice president of marketing, Bank of America