

Derek Appleton

Building Presence | Driving Profit

INFORMATION TECHNOLOGY EXECUTIVE

CHIEF INFORMATION OFFICER | CHIEF TECHNOLOGY OFFICER | VICE PRESIDENT TECHNOLOGY

Executive Profile

Insightful industry leader at the forefront of technology builds online presence to drive profit for market leaders. Innovative technology expert develops performance-driven teams that lower operational costs and increase efficiency. Sharp, confident executive implements strategies that increase market share for Fortune 100 companies. Creates and realizes innovative technology solutions through the provision of expert codemanship. Articulate communicator transcends barriers between technology, creativity, and business aligning each to capture the highest potential of the organization and its resources.

Web-Based Interactivity Expert | Digital Media Pioneer | Fluently Bilingual in English and French

Key Proficiencies

Visionary Leadership | Focused Innovation | Organizational Efficiency

Tactical Planning & Implementation | Application & Systems Development

Cloud Computing | Project Leadership | Change Management

Digital Media Expertise

Vice President Technology | 42 direct reports | \$15 M account revenue 2008 - Present
Seattle's most award-winning advertising agency

- **Strengthened** caliber and quality of IT department, operations, project management, and infrastructure as part of the senior management team providing subject matter expertise and guidance on all aspects of technology and innovation.
- **Modernized** corporate email, calendar, and document management to a cloud-based solution, increased productivity 50%, delivered common interface across diverse channels, reduced storage needs by 50%, and saved \$1M over three years.
- **Transformed** technology team from 100% turnover in previous six months to 100% retention; streamlined process, aligned objectives and enabled organization to support \$2.5 M in new business.
- **Negotiated** one-time \$200K investment in technology that created infrastructure for future business activities, eliminated security threats, reduced overall cost of operation, and achieved a \$250K savings over three years.

Director, Technology | 14 direct reports | \$40 M account revenue 2005 - 2008
Leading marketing agency grounded in digital that successfully blends creativity with unmatched predictive intelligence

- **Updated** methodologies and processes that supported environment of constant change, oversaw technology, and leadership of the Seattle office.
- **Focused** team of developers on directive, improved efficiency 45%, and lowered failure rate to 0.1 having developed a plan to leverage existing processes and infrastructure and engage team to maximize its performance.
- **Customized** solutions for client needs and integrated social media, Web 2.0 functionality, and end-to-end product solutions to increase visibility and interactivity with clients and their target market.
- **Exceeded** marketing targets by 52% to reach, capture, and renew audience; maintained 2K connections / minute for hours having created a "Twitter River" for a major sports company during the 2008 winter Olympics.

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Project Director | 11 direct reports | \$12 M account revenue
Global interactive marketing agency

2003 - 2005

- **Surpassed** revenue targets by \$400K and secured \$2.1 M in revenue having focused team on consistent direction, evaluated quality codemanship, and streamlined processes and methodologies to support constant changes.
- **Maximized** workflow and employed two different content management system (CMS) installations that generated cost savings in excess of \$2 M for the client.
- **Worked** closely with project manager (PM) to consolidate work efforts and standardize documentation, then collaborated with business development on \$2 M retainer contract with new client to build commercial-off-the-shelf (COTS)-based solution.

Web Development Manager | 17 direct reports | \$38 M account revenue
eBusiness Operations Manager

2002 - 2003

2001 - 2002

America's #1 online loyalty program

- **Inspired** team of analysts and integrators to build award-winning, profitable web site with a multi-million dollar development budget (representing 50% of all revenue for the corporation).
- **Created** and standardized operation procedures, policies, and automated tools to increase productivity having staffed the first Web-based QA department, then went on to increase productivity 20% while lowering costs.
- **Saved** \$250K having championed CMS project implementation and standardized it across the company's multiple business verticals.

Previously held positions:

Manager of Operations, American Broadcasting Corporation

2000 - 2001

Director, Regional New Media, American Broadcasting Corporation

1998 - 2001

Coordinator, Regional New Media, American Broadcasting Corporation

1997 - 1998

EDUCATION

Bachelor of Science, Electrical Engineer Magna Cum Laude
Stanford University

PROFESSIONAL DEVELOPMENT

Project Management Professional | Project Management Institute (*in progress; 40 units*)

Interwoven Developer Boot Camp | Well-known web company

Interwoven Administrator | Well-known web company

Working with Others | Industry-leading web organization

Project Management Level 1 & 2 | Stanford

Web Process and Project Management | Prestigious organization

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TORI STRATEGY

Derek is a savvy digital media pioneer. A dignified professional he expressly asked for a resume that was crisp, clean and clear.

A modest man, we worked together to discover his proudest accomplishments in order to feature them prominently throughout his resume.

The design, as per the client's request, was tasteful and simple. Enough color to grab the reader's attention, but not so much as to overpower the content.

The opening paragraph outlines his impressive expertise and wealth of experience he offers a prospective employer. We strategically chose to feature Derek's leadership capabilities and focus less on his technical prowess. The words "strengthened, modernized, and transformed" were specifically chosen to highlight his responsiveness to business needs.

Throughout the document, you will see the use of dollars and percentages as a way to draw the reader into Derek's stories and his proudest achievements.

The document concludes with his succinctly articulated tagline "Building Presence | Driving Profit" ...the two things Derek has been doing throughout his very successful career.