Founder / CTO

35-year career building successful online businesses across diverse markets, culminating in expertise in the mental health care industry. Substantial experience developing B2C online experiences that connects clients with service providers for a wide variety of market channels. Drives consistent growth and profitability with proven track record. Inspires confidence with impeccable ethics and a people-first approach. Deep understanding of business operations fosters a collaborative and productive environment. Brings a world-class ethos and strategic direction to any organization. Excellent communicator, adept at motivating and developing high-performing teams. Socially responsible, adopting business policies that promote the well-being of society and the environment while lessening negative impacts on them.

## Work History

2015 – Current  
Co-Founder ESADoggy, Boca Raton, FL

* Created ESADoggy, a global telehealth platform that provisions remote animal-assisted mental health care.
* Leveraged years of development expertise, boosted organic traffic by 3,000% over first three years.
* Received consistent substantial high praise and client feedback from the opening day.
* Reached mid-six sales figures within the first year.
* Assisted 40,000 new clients in the first five years.
* Recruited, interviewed, and hired 700+ global clinical staff members and developed training materials.
* Integrated comprehensive web-based practice management platform ensuring HIPAA/PIPEDA compliance while minimizing risk exposure for the business.
* Provided vital pro-bono services, including free mental healthcare across United States and Ukraine, and dog/donkey rescue initiatives.

1997 - 2015  
Technical Consultant zProductions, Boca Raton, FL

* Deployed a global, multi-language SAP NetWeaver portal application – one of the ten largest SAP installs in the world, with 50,000+ users in 50 countries and processed three million transactions a day.
* Launched CarGuyz, an online platform selling automobiles thru various online channels. Sold approximately 60,000 dealer cars in four years.
* Launched BoatGuyz, an online platform offering financing for boats, yachts, jets, and other highline products. Secured $60M in loans for clients across America.
* Launched LeaseGuyz, an online platform selling office equipment financing for clients, nearly 1,000 loans for a subprime clientele.
* Developed TruckJobz, a revolutionary career marketplace for truck drivers, focused on customer acquisition, conversion, and retention.

## Education

Master of Science: Computer Science, Georgia Tech - Atlanta, GA  
Bachelor of Science: Applied Mathematics, Florida Tech – Melbourne, FL

## Competencies

* Inspired to motivate a team, make tough decisions, and navigate through challenges.
* Developed strong written and verbal communication skills to effectively pitch vision to investors, partners, and customers.
* Solved problems creatively and adapted to changing market conditions.

## Awards

* 3x Winner / Best Of - Broward New Times
* Runner Up - Florida Press Club

Skills

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| --- | --- | --- | --- | --- |
| Leadership | A black circle with white border  Description automatically generated |  | Scrum / Agile | A black circle with white border  Description automatically generated |
| Project Management | A black circle with white border  Description automatically generated |  | Problem-Solving | A black circle with white border  Description automatically generated |
| Technical Solutions | A black circle with white border  Description automatically generated |  | Organizational | A black circle with white border  Description automatically generated |
| Process Improvement | A black circle with white border  Description automatically generated |  | Innovation | A black circle with white border  Description automatically generated |
| Team Building | A black circle with white border  Description automatically generated |  | eCommerce / Websites | A black circle with white border  Description automatically generated |