MARC S. PIPARO
IT Executive

25 5th Ave, New York, NY 10003
marc.piparo@gmail.com | 646-771-8499

IT Executive

Over 25 years of experience leading large teams overseeing the design, implementation, integration, testing, and deployment of global technology solutions with a strong engineering and hands-on software development background, highly skilled in the communication and presentation of solutions to non-technical stakeholders and C-level executives.

Accomplishments and Highlights:

▶ **Team Leadership:** Built cross-functional and geographically dispersed teams supporting software development, system integration, data analytics and migration, and cloud infrastructure design and support, leading and coordinating teams with up to 50 members, while serving as technical liaison and principle point of contact for project sponsors and stakeholders,

▶ **Ad Tech Development:** Co-founder of a digital marketing and advertising agency leading the development of Ad tech solutions in support of on-line advertising campaigns, SEM/SEO solutions, CMS and CRM Ad platform integration, while partnering with marketing and advertising agencies executing the development of digital assets, delivery, and Ad campaign metrics and analysis tools.

▶ **Mobile App Development:** Led development of a geo-location based social media mobile applications for iOS and Android devices, integration with various digital Ad content delivery platforms, including managing marketing campaigns on Apple Search Ads, Facebook, and Google.

▶ **Process improvement implementation experience:** Implemented and introduced various project control processes, including SDLC methodologies such as Agile Scrum & Kanban, resulting in improved team coordination and communication, significantly mitigating program risks, while positively influencing the achievement of key milestones and improving schedule performance.

AD TECH PROFESSIONAL EXPERIENCE

X Marks the Spot Software   **Mar 2020 – Present**
Co-Founder & CTO

Co-founder of a software development company specializing in the development of cross-platform geo-location driven iOS and Android mobile applications for a social media start-up. Development of B2B in-app advertising, integration with Ad delivery tools, and integration with external client systems, such as restaurant delivery and reservation platforms.

▶ iOS & Android App Development	▶ Google Cloud Services	▶ Geo-Location Algorithms
▶ Flutter / Dart / Node.js	▶ Firebase/Firestore	▶ B2B Sales
▶ Ad Tech Integration	▶ Elastic	▶ UX Design

Intellavia   **Mar 2008 – Sep 2015**
VP, Engineering and Technology

VP of Engineering and Technology, and co-founder of a software development and digital advertising and marketing agency. Provided leadership in the design and development of advertising technology solutions in support of projects encompassing a wide range of domains, such as e-commerce, entertainment, hospitality, law, insurance, healthcare, financial services, policy and compliance management, biometrics, and the arts.

▶ Web App Development	▶ SEO/SEM Campaign Management Tools	▶ Customer Portals
▶ Ad Tech Integration	▶ Ad Delivery APIs	▶ Data Integration
▶ Campaign Analysis Tools		▶ B2B Customer Support

OTHER PROFESSIONAL EXPERIENCE

The Fortune Society   **Sep 2015 – Apr 2019**
CTO, Chief Technology Officer   **Dec 2022 – Present**

CTO for 500+ employee health and human services organization, charged with implementing an IT vision and roadmap supporting the organization's IT infrastructure and data systems, compliance and security standards, requirements, and long-term goals, while maintaining current systems and infrastructure across 20 sites.

- ► Cloud & SaaS Development
- ► Interoperability & Integration
- ► HL7 FHIR, EMR, SOA/ESB

- ► VDI/Virtual Desktop Deployment
- ► Security Infrastructure
- ► Helpdesk

- ► Agile Scrum & Kanban
- ► Vendor Contract Negotiations
- ► O365 Deployment

CaseWorthy   **Apr 2019 – Mar 2020**
CTO, Chief Technology Officer

Chief Technology Officer for a Case Management and CRM SaaS and technology company specializing in delivering enterprise solutions within the Health and Human Services domain for local and state governments, and various non-profit organizations.

- ► .NET SaaS Development
- ► Azure App Services
- ► Healthcare Billing Systems Integration

- ► Azure DevOps
- ► Cloud Data Center Infrastructure
- ► Global Team Management

- ► Serverless Architecture
- ► Government Contracts
- ► Data Security

Sr. Software Consultant   **Sep 2013 – Sep 2015**

Provided consulting services including software architecture, design, development, process improvement, planning, and management for various clients supporting projects including the development of web applications, mobile apps, e-commerce, healthcare content and document management systems, cloud-based solutions, 3D medical image processing, and AI flight navigation command and control software for various DoD UAV drone programs.

- ► iOS & Android Mobile Apps
- ► 3D Medical Imaging
- ► Healthcare IT

- ► UAV/Drone C5i
- ► AI Flight Navigation
- ► Cloud SaaS

- ► E-Commerce
- ► System Architecture
- ► Data Integration

Science Applications International Corporation (SAIC/Leidos)   **Mar 2000 – Jul 2011**
Project Manager / Software Architect

Project Manager and Software Architect for SAIC, a Fortune 500 scientific, engineering, and technology applications company providing technology solutions of vital importance to the nation and world, in national security, energy and the environment, critical infrastructure, and health. Responsible for leading large-scale enterprise projects involving the management of software development, systems integration, deployment, information management, data validation and migration, and technical solutions assessment projects.

- ► Big Pharma Data Migration
- ► LIMS Deployment
- ► FDA Laboratory Systems

- ► CDC Lab Network
- ► NIH/NCI Portals
- ► HL7 CDA/CCD

- ► DHS & NSA Data Systems
- ► DoD Drone/UAV
- ► VA Patient Systems

Lockheed-Martin   **Jan 1995 – Mar 2000**
Senior Software Engineer

Design and development of mission critical real-time software systems. Provided technical expertise for numerous DoD R&D projects, as well as supporting the integration of new technologies for various high-profile DoD development and pilot programs.

- ▶ F-22 Electronic Warfare Systems
- ▶ JASSM (AGM-158) Mission Planning Software
- ▶ Real-Time Embedded Systems
- ▶ Air Traffic Control Systems Software
- ▶ RADAR Display Systems
- ▶ Flight Testing
- ▶ 3D Image Compression Algorithms
- ▶ JSIMS WARSIM 2000
- ▶ Integration Testing

EDUCATION & TRAINING

BS, Aviation Computer Science
Minors in Mathematics and Space Studies
Embry-Riddle Aeronautical University – Daytona Beach, FL

Leadership Effectiveness & Development
Project Management I, Project Management II, Project Management III, Ethics Certified Trainer
SAIC University – McLean, VA & San Diego, CA

Certifications

Apple Search Ads Certification
Section 508 – Accessibility Compliance
HIPAA – Health Insurance Portability and Accountability Act
21 CFR Part 11 – Electronic Records and Electronic Signature Compliance
42 CFR Part 2 – Confidentiality of Substance Use Disorder Patient Records
Principles of Software Validation

Languages

English (native speaker), Italian (A2)

Security Clearances

Secret, Top Secret (inactive)