# BITCOIN/CRYPTO CURRENCIES EXECUTIVE

Highly technical executive with an MBA from Columbia University and International experience. Public speaker, author, minor crypto celebrity. Proven track record directing online companies. Excellent manager of all aspects of online operations from strategy to launch.

Go to Market Strategy Development • Marketing Strategy and Management

ROI Maximization • Team Leadership

**PROFESSIONAL EXPERIENCE**

### CEO and Co-Founder – Trive.news, Ft. Lauderdale • 2017

* Created innovative process for crowdsourced media verification
* Spoke at numerous conferences on the topic presenting in front of hundreds of people
* Raised a seed round from individual investors.

### CEO and Co-Founder – BlockChain Factory, Ft. Lauderdale • 2014-2016

* Created BTC2MYSQL, a SQL based blockchain explorer using LAMP
* Created Bitzme, a name management and consolidation system for payments using LAMP
* Managed the development of Mining Slicer, a mining multiplexing tool

### CTO and Co-Founder – Cryptowerks.com, Ft. Lauderdale • 2014

**Bitcoin technology company focused on the non-monetary applications of the Transparent Crypto Ledger.**

* Created go to market strategy including marketing, product development and budget.
* Assembled 1st class team, including 4 Columbia University Masters and an MIT Ph.D.
* Did road show to raise seed round.
* Developed the “Slicer”, a timeplexing application for ASIC mining.
* Did a study of Bitcoin attack vectors and defenses.

### Sr. Marketing Consultant -- PedowitzGroup.com, Ft. Lauderdale, FL • 2012 to 2014

One of the leading marketing automation companies in the US.

* Managed Agency relationships on behalf of clients
* Created online marketing strategy for Fortune 1000 companies
* Created KPI dashboards for CMO’s of Fortune 1000 companies using Saleforce, Marketo and GoodData handling hundreds of millions of records
* Integrated Marketo with SFDC and external websites creating highly automated marketing solutions for using SFDC API.
* Created Lead Management processes to optimize sales for Fortune 1000 companies.

### CEO – OneModelPlace.com • 2008 to 2011

Assisted the Chairman, a .com entrepreneur (<http://en.wikipedia.org/wiki/Michael_J.G._Gleissner>) in the management and monetization of his 6000+ domain portfolio. Managed cross functional teams in the launch and improvement of the companies IP assets including OneModelPlace.com, iStudio.com and Guy.com

* Created go to market strategies including budgets, product definition and marketing and technology road maps.
* Managed all inbound marketing including CPC, SEO, Email Marketing and Social Marketing campaigns resulting in increased traffic and revenue.
* Managed OneModelPlace.com, generating 1 million in revenue annually.
* Appeared on national radio shows to improve website traffic and sales.
* Lead the acquisition effort of a number of web properties including target research, initial contact, deal flow, due diligence and closing.
* Managed an international team of 20 in the daily operations of OneModelPlace.com and other IP Assets

### Owner – Freemasonstore.com, RedBoxJewels.com • 2002 to 2016

**E-commerce website specializing in fraternal men’s wear, accessories and jewelry with annual sales of $600K.**

* Created a comprehensive online marketing strategy including SEO/SEM and Affiliate marketing campaigns.
* Ran multiple optimization and multivariate testing campaigns to determine optimal website and marketing solutions.
* Managing an inventory of 1000+ keywords using the Google and Bing desktop editors.
* Managing a weekly email marketing campaign with high click through and buy rates.
* Created innovative profitability optimization tools increasing ROI and Sales.
* Generated 600K/year annually in profitable sales with a 4% average buy rate.
* Designed unique product browsing capabilities such as a JavaScript-based browser with AJAX data loading to increase sales.

### Vice President E-commerce – Oved Diamond Company, New York/Philippines • 2008

**Diamond and diamond jewelry manufacturer with offices in New York City and Tel Aviv.**

* Drive business growth through development and oversight of company’s e-commerce website.
* Design and execute search engine marketing plans, and develop site’s search engine optimization.
* Hire and oversee offshore web development and design team.
* Designed and launched V2 of Oved.com website using cre-loaded with Linux/Apache/Mysql/PHP (LAMP).
* Decreased operating costs by $100K by moving development team offshore.

### Engagement Manager/Senior Consultant – IBM Global Services, New York • 2001 to 2007

**Consulting technology services for Fortune 500 clients.**

 *(work list is not comprehensive…)*

* Completed the Single Sign on Security assessment for a large retail bank
* Analyzed the security posture for production systems and their potential interaction with the Single Sign-on System.
* Managed the rollout of VOIP infrastructure for a large retail bank.
* Managed the data strategy component of an Automated Test Center Strategy project for a major telecommunications company.
* Developed a short term and long term strategy for the implementation of an autonomic testing center that significantly reduced the pre-production testing costs.

### CTO – Bigstar Entertainment, New York, New York • 1998 to 2000

**Online retailed of videos and movies.**

* Spearheaded the technical and operations department through a period of significant growth from an average 100 orders per day to an average of over 1,000 orders per day.
* Oversaw and mentored a staff of 20 employees in the operations, application development, systems administration and database administration departments.
* Developed and managed a $3.5M budget and maintained P&L accountability.
* Created and managed the development of a V2, completely redesigning the company’s front and back end systems using cold fusion 4.0, PERL, Java and Oracle on the Solaris operating system.
* Enhanced company’s order processing capacity from 200 orders per day to 10,000 orders per day.

**Senior Webmaster** – **Bigfoot International, New York, New York • 1996 to 1998**

**One of the first email services providers offering a full range of value-added email services.**

* Developed and maintained a corporate website receiving 1.5M hits per day.
* Oversaw a staff of 6 webmasters and system administrators.
* Ensured consistent 24/7 availability of production processes and supported numerous partner websites.
* Designed metrics collection software using Visual Basic 6.0, enhancing speed and reliability.

**EDUCATION**

**Master of Business Administration**

Columbia University, Graduate School of Business • New York, New York

**Bachelor of Science, Business & Technology Management**

Suny - Empire State College • Albany, New York

**PROFICIENCIES**

PHP, MYSQL, Javascript, JQuery, Angular, Node, Meteor, Ampscript, SSJS, REST, JSON, Laravel, Marketo, SalesForce, ExactTarget, GoodData/CloverETL, Mambo/Joomla, OsCommerce/CreLoaded/ZenCart, Boonex Dolphin, LAMP, Oracle, SQL Server, Cold Fusion, PERL, Python, Visual Basic 6 + .Net, Java, C Git, Bitbucket.

**Publications**

Featured in New York times, quoted in Entrepreneur, American Banker, Bloomberg and others …

Multiple publications about Bitcoin and related technologies for Bitcoin Magazine <http://bitcoinmagazine.com/author/david-mondrus/> , **2014**

“How to Build an e-Store Fast,” *Byte Magazine*,April, **1998**

Article Contributor for *Kiplinger Washington Newsletter*, **1997 - 1999**

### Speaking Engagements

Psychohistory Association: “Computerized Emotional Analysis of Popular Media for the Comprehension of the National Mood”, **2005**

IBM – Speaker: “Autonomic Computing Readiness Assessment Engagement Overview”, **2004**

Direct Marketing Customer Association – Speaker: “Customer Retention in e-Business”, **1998**, **1999**

**Career Development**

ExactTarget - June, **2012**

Marketo - June, **2012**

IBM Tivoli Usage Manager/CIMS, **2006**

IBM Global Service Seminars: Netegrity, **2003**

Professional Consulting Workshop, **2002**

Network Analysis & Design Workshop, **2002**

**Military**

United State Army Infantry ~ Fort Drum, New York – **1988-1990**

RTO C co. 2/14 Infantry Battalion, 10th Mountain Division

**Other**

Founding member, Bitcoin Association – **2014**

First Bitcoin Marriage, Coins in the Kingdom – **2014**