

# Marc J. Greenberg

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Versatile software architect with twenty years of experience building and leading software development organizations. Proven skills in developing architectural, product and marketing strategies and business models. Extensive experience with emerging technology and enterprise application software.

- Emerging Technologies and Innovation, and Ideation
- Technical Integration Architecture and Implementation
- Staff Development, Motivation and Training
- Strategic and Market Planning
- Alliances and Cooperative Relationships
- Management of local, distributed, and outsourced cross-functional teams.

## **PROFESSIONAL EXPERIENCE**

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### **September 2016 – Present, BuildingLink.com, LLC** **Developer / Consultant**

*BuildingLink provides an innovative web-based/connected platform for efficient management, flawless communication, and enhanced living experience for luxury residential properties.*

- "Alexa, ask building link..." - Ongoing development of voice user interfaces (VUI) that integrated/connects residents, management and/or staff with real-time information, provided by BuildingLink (platform API and Aware, a sensor solution). Alexa Skills using Amazon Voice Services.

- Facilitate / implement, business intelligence evaluations. BuildingLink.com has some unique challenges around data. The task is to find affordable / innovative products that enable:

- User driven business intelligence for CXO, including visual discovery of metrics and patterns.
- Internal use for our organization s business operations. Data analysis of customer data for our purposes.
- Publishing / embedded for our customer's user with the potential flexibility to allow our customers interactive access.

### **May 2016 – Present, Smashdata, Inc., NY, NY** **Co-Founder / Chief Technical Officer**

*Tasty Analytics for your Eatery*

Discovered the need for real-time actionable business intelligence in the restaurant industry. Defined compelling use cases around the revenue generation and cost containment / reductions.

Architected, designed and implemented the prototype of a cloud based data integration platform (api, pos data ingestion components, and rules engine).

Implemented the prototype application Smashboard, a reactive mobile web application that delivers content through the Smashdata platform.

*Public Cloud (digital ocean), Docker, Java, Node.js, SQL, Javascript / Typescript, CI/CD, Linux, Windows*

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**September 2001 – November 2015, iWay Software, NY, NY Chief Software Architect**

*iWay Software® provides rapid integration solutions to new business challenges*

Chief Software Architect (Vice President), charged with creating and driving the vision of integration and data products. Lead a number of development initiatives that have generated millions of revenue dollars. Lead development teams, provided sales support efforts, post-sales, and have been a visionary in the product development arena.

Responsible for the overall architecture of all iWay Software product offerings. Designed and implemented the company's Cloud, Web Services and Adapter strategies as well as product offerings.

\* Cloud native conversions and architecture for the enterprise product portfolio.

*(Docker, Java, Javascript, Bootstrap3, bash, maven wso2is, postgres, iway service manager, iway data quality, iway master data Management, webfocus)*

\* Data integration products focused on big data, data quality, data governance, and data wrangling

*(Java, Javascript, D3.JS)*

\* iWay Sentinel, monitor and manage enterprise application assets

*(Java, Restx, API, Graph Database (neo4j), Scrum Master)*

\* iWay Enable, complex event processing designed to provide real-time, non-invasive visibility into automated business processes.

*(Java, Restx, API, Javascript based rules engine, Graph Database (Titan/Cassandra)*

Architected / Implemented iWay Service Manager, a flagship product defined for the SOA/ESB space.

Inventor of Record, US Patent no. 20050149941,  
Framework for adapter used in enterprise application integration.

**July 2000 – September 2001, Crossborder Exchange Corp., NY, NY VP Development**

*XBX is a global financial services start-up which offers information processing services for cross border settlement, a market leading to 1.5 million cross-border equity trades/day and \$30 trillion per year.*

Designed/Implemented the prototype core system in both C++ and Java. The core system is a message broker that processes SWIFT messages for Corporate Actions and Trade Settlement. The architecture integrates WinNT/Solaris, Oracle, IBM MQSeries (MQSI, Neon, and Workflow), using XML technologies.

Created a development plan for this organization, including physical infrastructure, process management, and baseline implementation of the core system

Established and executed a plan to grow the development organization three fold within three months. Personally interviewed all of the development staff.

**August 1989 – June 2000, Information Builders, Inc. NY, NY**

**VP Development**

*IBI, a privately held, 300 million dollar software company with over 2000 people worldwide, The makers of: FOCUS A Fourth Generation Language that enables reporting for a wide range of computing environments. EDA/SQL or Enterprise Data Access, is a universal middleware technology*

As Vice President of Development, "FOCUSed" on the delivery of architecture for IBI products on the Windows platform.

- \* Designed and implemented was the original IBI XML Connector Toolkit.
- \* Relationship owner, Microsoft Certified Solution Provider Program (MCSP).
- \* Managed a staff of 30 developers

As director of data warehousing technologies, Responsible for design and development of the SmartMart™, Data Warehousing/Data Mart.

- \* Meta-Data Management Tools
- \* Data Modeling Tools
- \* Enterprise Transfer/Transform Tools
- \* Query Governing and Analysis
- \* Multi dimensional database server.

As programming manager of 15 developers working on EDA (Client/Server Enterprise Data Access) and its API. Architected the EDA/Message Server, the first implementation of message oriented middleware to provide Client/Server SQL access over multiple message systems (Momentum XIPC, IBM MQSeries, Microsoft Message Queue).

As the communications group leader, Designed a protocol independent communications API (ODIN), used in IBI products to transport data between all client/server platforms. Compile portable 'C' based across IBI supported platforms (Windows NT, OS/2, NetWare(NLM), DOS, MVS, CMS, UNIX, VMS, etc.). Designed and implemented data access software for NetWare. Products include EDA/Communications Gateway for NetWare and NetWare Router for EDA.

**May 1987 – August 1989, IBM Glendale Labs, Endicott NY**

**Technical Manager**

Technical Manager of the implementation of the Procedures Language 2/REXX interpreter for OS/2. Supervised 14 programmers, to design and implement a system independent REXXSAA Language definition level 4.00 interpreter engine, as well as an OS/2 specific code harness. The system independent code was written entirely in 'C'. The system dependent was written in both 'C' and assembler. Project completion date was tied to the release of OS/2 1.2.

Designed and implemented various OS/2 specific portions of the interpreter including the Subcommand Interface, the Variable Pool Interface, the REXX Memory Manager, the REXX Message Repository, and the PMREXX Presentation Manager Interface. Created the packaging of the interpreter into the proper DLL, Executables, Command Line Filters, etc. Participated in the design and implementation of the REXX language for the AS/400 system.

**June 1986 – May 1987, Compensation and Capital, New York, NY      Systems Associate**

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An actuarial consulting firm specializing in the design and administration of employee benefit plans. Developed benefit administration applications as well as acquisition, installation and maintenance of hardware and software systems. 'C' and FORTRAN on a VAX 11/785.

**Education:**    **Syracuse University** Syracuse, NY  
                  *School of Computer Information Science*  
                  Bachelor of Science, May 1986

*Meta:* Alexa skills, AWS Lambda, devops, cloud, containers, docker, API, microservices, integration, web development, javascript, java, software, data, mentoring, engineering, product development, enterprise architecture, business process management, enterprise service bus, design patterns, agile and scrum, Java, Javascript, Typescript, Node.js, C/C++.

*Roles:* CDO, CTO, Director of Information Technology, IT Director, VP of Engineering, Director, of Cloud Applications, Director of R&D, Leadership