

# Marc J. Greenberg

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## Chief Software Architect / Vice President of Software Development

Leader | Architect | Innovator | Integrator | Mentor

Software Development  
Strategic Planning & Analysis  
New Product Development  
Business Intelligence & Analytics  
Product Design & Reengineering  
Data Discovery & Visualization  
Enterprise Architecture & Integration  
Technical Writing & Presentation  
Cross Team Collaboration  
Leadership Development  
Agile Development (Scrum Master)

A versatile, hands-on, software development executive with diverse experience delivering business focused technology; 25+ years of responsibility for delivering on strategically significant initiatives

Diverse background with a software industry focus. Gifted in identifying clear, *executable strategies* from multiple complex and often ambiguous sources. Comfortable and experienced working at the CIO and CTO level as with all areas of business and IT

## Career Accomplishments

### As an Enterprise Architect

- Recognized for consistently delivering on agility for effective processes, systems and infrastructure
- Experienced directing architects, analysts and technologists in defining and achieving objectives
- Focused on the integration of Business Intelligence and Service Oriented Architecture
- Restructuring processes and systems producing efficient / effective delivery of business functionality

### As a Leader

- Experienced managing locally distributed and outsourced cross-functional teams (**82 reports**)
- Detail oriented with ability to stay focused in high stress environments, Big Picture Thinker
- Influencer, that has inspired many to action by balancing tactical imperatives against strategic vision

## Professional Experience

**BuildingLink.com, LLC | New York, NY | 9.2016 – Present**

**Consultant / Developer / Architect**

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

**Conversion Architecture Team:** Providing technical architectural leadership on a project to convert the entire 20,000+ page web forms base site to a modern reactive Vue.JS based implementation

**First Technical Phone Screener:** Hiring developers to round out the data team (Microsoft ecosystem, EF, SQL server, .net, identity server, rabbit mq) and for Front-end JavaScript developers, Vue.js conversion project.

**DataLink \* A BuildingLink Analytics Platform:** Envision, ideation, prototype and implementation of an advanced data platform designed to develop user driven business intelligence for the CEO, including visual discovery of metrics and patterns. Provide a platform for internal business users to enable rapid data analysis over 15 years' worth of unique resident/building data. Content publishing as embedded reports for customer's use with interactive access.

Design/Implement on Microsoft Power BI and SSAS (connector, cube, etl, embed, and secure data integration).  
Design/Integrate/Implement Qlik Sense data analytics platform (apps, mashups, custom visuals)

*Microsoft Power BI, SQL, SQLSSAS, Qlik Sense Enterprise, k8s, docker, vue.js, node, C#, VB and web, Message queuing, BIG-IP ltm, workflow design, automation for html-based email emissions.*

**"Alexa, ask BuildingLink":** 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 and Amazon Voice Services.

*Public Cloud (AWS), Lambda, Node.js, mongodb*

**iWay Software | New York, NY | 09/2001 – 11/2015**

**Chief Software Architect**

Designed and Implemented the full platform strategy for all integration products. These products have generated millions of revenue dollars. 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.

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

iWay Sentinel, an alm tool to monitor and manage enterprise application assets

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

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

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

*Docker, k8s, Java, JavaScript, d3.js, Bootstrap3, bash, Restx, API development, neo4j, graph database, titan/Cassandra, maven wso2is, postgres, iway service manager, iway data quality, iway master data Management, webfocus, jira, Jenkins, node.js, c/c++*

**Information Builders, Inc | New York, NY | 08/1989 – 06/2001**

**VP Development**

Relationship owner. Microsoft Certified Solution Provider Program (MCSP.) EDA (Client/Server Enterprise Data Access) and its API. Designed a protocol independent communications API (ODIN), used in IBI products to transport data between all client/server platforms.

Managed a staff of 30 developers

**IBM | Glendale Labs, Endicott, NY | 08/1989 – 06/2001**

**Technical Manager**

Supervised 14 programmers, to design / 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 the release of OS/2 1.2. Participated in the design and implementation of the REXX language for the AS/400 system.

## Founder Experience

**Smash Data, Inc. | New York, NY | 05/2016 – 05/2019**

**Co-Founder / Chief Technical Officer**

*Tasty Analytics for your Eatery (<http://smashedata.com>)*

Enterprise quality tools to help restaurant owners manage their locations and understand their sales in real-time. Discovered the need for real-time actionable business intelligence in the restaurant industry. Defined compelling use cases around the revenue generation and cost containment/reduction.

Architected, designed and implemented cloud based Smash Data Integration Platform (api, pos data ingestion components, and rules engine).

Implemented Smashboard (MVP) node/java/rest cloud hosted, containerized, micro service-based app that delivers near real-time analysis POS-to-Pocket content, through the Smash Data platform. Fully functional docker/container-based reference architecture is performing well.

*Public Cloud (digital ocean), Docker, POS, Java, Node.js, nginx, haproxy, sql,, JavaScript / Typescript, CI/CD, Linux, Windows*

## Education

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