

GARY CLARKE

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S U M M A R Y

I have worked as an IT strategic executive and business analyst specialist and has evolved into a social media strategist and expert for numerous businesses. He is a passionate Social Media Marketing consultant, curator, and coach. He specializes in Social Media Marketing, Social Media Consulting, Social Media Curation/Management, Facebook Marketing, Twitter Marketing, YouTube Marketing, LinkedIn Marketing, Pinterest Marketing, Instagram, Email Marketing, Video Marketing, Direct Sales and Network Marketing Training, Relationship Building Strategies, Community engagement, Executive Communications, Keynote speaking, business strategy, online marketing to leverage social media.

I am an adaptable and creative senior technology project manager with success in leading key strategies & initiatives in support of core business functions. Highly skilled strategic change agent at delivering improvements in quality and profitability. Responsible for diverse hands-on leadership projects that improve efficiencies, reduce costs, enhance teamwork, align information technology and manage the environment with business goals and objectives.

C O R E C O M P E T E N C I E S

- Data Center & Infrastructure Management
- Operational Program & Project Management
- Budget & Resource Management
- Infrastructure & Network Design / Development
- IT compliance, E-Discovery & Legal
- Change & Service Management
- Experience working & implementing ERP & CPM
- Social Media Marketing & Curation Expertise
- Software Development Program Management
- Cloud Based Server Engineering and Support
- Business to IT Customer Service Relations
- Strategic IT Milestone Planning & Implementation
- Communication & Presentation
- Motivational Team Building & Leadership
- Process Improvement, Analysis & Redesign
- IT Risk and Security
- Team Building and Resource Management
- IT Engineering & Architecture
- Website Design & Development (PHP, Javascript, MS)
- Hosting, SEO, and Vendor Management

E X P E R I E N C E

PRESIDENT / CTO

GOTCHADIGI LLC, Los Angeles, CA, Jan 2014 to Present

President/CTO – Digital Boutique company that provides IT Engineering, Development, Social Media Marketing, Graphic Design services.

Clients and Projects:

- H2BLD.com designed, developed, launched and supported the new website that launched Dec 2015. The business concept is an Airbnb for Foodies – where you can find and experience a home cooked meals anywhere in the world and H2BLD Hosts can create a sharing economy type income.
- [Coach Marvin Menzies](#), UNLV and New Mexico State Basketball program – providing website development and support, along with social media inbound marketing & branding services for basketball coaches and program. Including live streaming and curation across all their social media platforms.
- Cloud Integrator Expertise (RackSpace Partner Cloud Service Partner, Microsoft Azure – Cloud Platform Service, Amazon Web Service (AWS) Cloud Computing Services
- Provided Social Media Inbound marketing, fundraising, curation services, website re-design & development and along e-commerce development and support for [SOULNIC](#) 2015 & 2016. [SOULNIC](#) is family-oriented dance music festival with live musicians and DJs house music showcase, that has become LA's largest soulful dance music festival.
- Formed a partnership with [Providence Technology Group](#) – Sacramento-based upon development and resource firm. Partnered with multiple development projects and resource placement services.
- Support IT infrastructure for local businesses, including networking, servers, PC and Mac computer systems and software system along with website and social media support.

SENIOR PROJECT MANAGER

DIRECTV, El Segundo, CA, Dec 2012 to Dec 2013

Sr. Project Management, as part of the Network Systems Architecture group – Infrastructure Planning

Responsibilities:

- Manage the overall performance and delivery of cross-functional projects ranging from \$500K up to \$1.5M, including scope, schedule, risk, issues and budget
- Manage projects in Waterfall and Agile (nice to have) development environments within a matrixed IT organization
- Assist in project resource requisitions, update resource, financial tracking, and reporting activities
- Develop and maintain standard documentation - project plans, agendas, action items list, deliverables and ensure adherence to company Project Management Standards and Software Development Lifecycle best practices
- Ensure that issues and risks are identified, tracked, understood early and dealt with in a manner that mitigates surprises, risk to scope, cost, and schedule
- Clear and consistent communication of project status both internally within IT and with Business Stakeholders
- Produce executive level presentations for project stakeholders

Key projects:

- New ISP POP NJ – Zayo Co-location to service East Coast internet services
- F5 LABC & CAMC CRBC Migration Project - Migrated approx. 20 Linux server based load-balancers and 100 VIP's to new LABC F5 Viprion 2400
- Directv CAMC Server Migration Project - infrastructure migration of six CAMC (DTV authentication system) applications running under HPUX on legacy HP hardware to Dell R620 hardware running Oracle Enterprise Linux (OEL) 6.2
- Other: Segmented Video on Demand (VOD), Octoshape Live Streaming, Guide Services Monitoring and Performance Enterprise System, Full Client Tracking, Plugins via CDN.

SENIOR PROJECT MANAGER

FUSION STORM, Los Angeles, CA, Aug 2010 to June 2011

Sr. Project Management, as part of Project Management Office of President – Professional Services Division

Responsibilities: Managing mid-sized and large design and implementation projects. Contributed and leveraging past experiences as a key contributor with the new Salesforce based PMO tool migration. Provided financial tracking and billing practices for over 40 projects, using NetSuite and Salesforce tool sets.

Key projects:

- Cisco Unified Communications Manager Version 8.0 – TechSpace (Commercial Real-Estate) – VOIP Coast-to-Coast Implementation
- Disaster Recover Assessment and Analysis – McKesson (Pharma) - Recommendation and Report
- EMC SAN Upgrade and VMWare Implementation – Pala Casino – Additional EMC Frame & Virtualization
- XenDesktop 5.x Implementation – Point Loma University – Virtual Desktop Implementation
- Exchange 2003 to 2010 & Active Directory Upgrade – Fresno Superior Courts – Exchange Remediation

MANAGER, PRODUCTION ENGINEERING, AND OPERATIONS

PARAMOUNT PICTURES, Hollywood, CA, Aug 2008 to July 2010

Key projects:

- Management of sourcing transition to reduce \$700,000 annual from operational expenses.
- Implementation of Severity One 24/7 NOC Support Team and Procedures (including Change Management, new Service Management systems, online support procedures & documentation, and emergency escalation procedures for external and internal resources)
- Mechanical & Electrical Data Center Capacity planning and Upgrade projects
- Implementation of VMWare & MS Server farmer expansion projects
- EMC Storage Expansion project
- New Data Center Rack Standards and Implementation to support virtual platform growth projects

Managed:

- Data Center operations supporting 1000+ infrastructure devices and services for worldwide operations,

- NOC Operations in support of and Windows, Unix/Linux, Storage, Backup, Monitoring and Network engineering support groups.
- Off-Shore Level 3 Engineering Support team, along with KPI and executive SLA/OLA reporting
- Data Center Engineering team; which supports all DC floor deployments projects, capacity planning, mechanical & electrical facilities infrastructure.

HEAD OF NA PROJECT MANAGEMENT & IT OPERATIONS

ZURICH / FARMERS INSURANCE US, Los Angeles, CA, Aug 2005 to Mar 2008

Responsibilities: Hired as Senior Deputy (second in command to Sr. VP of Global IT Operations / GITO). Subsequently appointed to lead the reorganization of the North American Project Management division following major restructuring within GITO. Collaborated with cross-functional senior staff on regional and global strategy development. Led 60 project managers across North America designing and implementing PMI-based standardized services on critical infrastructure. Managed a \$300M annual operations budget and \$100M in project related initiatives. Led continuous improvement process teams in an effort to standardize project delivery.

Key accomplishments:

- Participated in the development of global strategies and action plans with EU colleagues.
- Traveled regularly to manage remote office groups and to explore and develop synergies with EU, NA, Asia Pacific, and South American groups.
- Led architectural and developmental integration support, strategic planning, business roadmap alignments and life-cycle integration with operational services and project lifecycles.
- Spearheaded a multimillion-dollar project that transformed the way insurance business units service their internal and external customers.
- Implemented Collaborative and Portal Workspaces, using SharePoint server, to create a centralized repository for the project and operational artifacts.
- Served as G-ITO Compliance Officer for NA for support audit, regulatory and legal initiatives.
- Executive liaison for GITO management teams concerning business unit communications, project costing/procurement approvals, budgets, legal aspects, audits and special projects.

DIRECTOR OF DATA CENTER OPERATIONS

WARNER BROS. ENTERTAINMENT, Burbank Studio, CA, Nov 2001 to May 2005

Responsibilities: Managed data center operations supporting 1000+ infrastructure devices and services for worldwide operations. Created and managed annual \$25M in operational/capital budgets. Managed 8 managers and 50 staff members, with comprehensive responsibilities for hiring, firing, training, and performance. Developed and delivered transformation projects that delivered new capabilities, reduced risk, increased productivity, and maximized uptime.

Key Accomplishments:

- Led architectural redesign of data center facility and infrastructures, including a redesign of Cisco and Extreme core switches and routers for server farms and backbones. Implemented \$4M upgrade of electrical and mechanical systems.
- Sarbanes-Oxley compliance project lead for general controls in Technology Services Group.
- Established Operations Control Center (OCC) to provide 24x7x365 monitoring.
- Negotiate SLAs with business units/divisions for mission critical applications; negotiated enterprise agreements for systems, storage, and disaster recovery services with key vendors.

DIRECTOR OF INFORMATION TECHNOLOGIES

PEERLESS SYSTEMS CORPORATION, EL SEGUNDO, CA, JULY 1997 to SEPT 1999

Planned and developed a completely new IT department from the ground up. Charged with new management and investment team with establishing the management, data center, and technical infrastructure to support expansion and acquisition goals as the company expanded into OEM development from its roots in digital document imaging and networking technologies. Planned and managed \$1M annual budget and P&L. Selected and trained staff and established all departmental policies and procedures, including standards and service level agreements.

Key Accomplishments:

- Created new Intranet / Extranet Web business solutions and connectivity.
- Developed and implemented new network architecture as well as new email / calendaring communications systems, helpdesk telecom systems, and an information center.

SR. TECHNICAL SERVICES DIRECTOR, NO. AMERICA

SYMANTEC CORPORATION, Santa Monica, CA, Nov 1994 to July 1997

Directed a wide range of revenue generating / business development projects including deployment of business solution services, data center design and relocation/build-out projects, network infrastructure designs, hardware / software standardization, and strategic corporate planning. Managed total headcount of 200. Managed service roll-out and upgrades. Traveled globally to facilitate new infrastructure implementation. Traveled to support and manage Canadian and European support groups.

PREVIOUSLY HELD POSITIONS

- Toyota, Sr Project Manager
- Streamcasters.com & AppServ 2000, Partner, Executive Management and Infrastructure Architect
- Autoland, Head of IT Operations

E D U C A T I O N

Computer Science Program • SCHOOL OF ENGINEERING, CALIFORNIA STATE UNIVERSITY AT NORTHRIDGE

Extensive professional development in IT leadership includes seminars, executive coaching, team learning. Technology training includes ITIL Process Training, Continuous Process Improvement Initiatives, Change Management, and extensive PMI training (working on completing PMI Certifications).