

GORDON GOES

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TECHNOLOGY & BUSINESS EXECUTIVE AND ENTREPRENEUR

Technology & Business Innovation Consultant, Software Developer, I.T., Web, Drummer/Percussionist, Chef, Entrepreneur

Motivated, well-rounded and highly skilled technology & business executive with over 20 years of customer focused entrepreneurial experience and a passion for technology, business and delivering superior customer service. Solid lead role experience working with businesses in a wide range of industry type and size; including corporate technology giants, start-ups and smaller local businesses. Expert critical thinking, technology, business analysis, management and communication skills which foster 'win-win' relationships and build environments for success.

Entrepreneurship ▪ Problem Solving ▪ Software Development ▪ Software Engineering Management ▪ Project Management ▪ Team Leadership ▪ Building ▪ I.T. Service Management ▪ Business Analysis ▪ Business Development ▪ Product Strategy ▪ Contract Negotiation ▪ Account Management ▪ Market & Competitor Analysis ▪ Marketing Strategy ▪ Sales Management ▪ Customer Service

PROFESSIONAL EXPERIENCE

GoSaDoJo Corp., CEO/CTO (Formally: 2 Goes, Inc.)

Killington, Vermont, (2003 – current)

Holding company for a variety of ventures in multiple industries with a proven track record of success. Solid understanding of underlying business fundamentals and the ability to realistically make decisions on venture re-evaluation or retirement.

Technology & Business Consulting Services

2 Goes I.T. & Software Development

Delivering quality solutions through solid foundation skills in software development coupled with a keen sense for business needs analysis. Provide vision and implement solutions that use technology for a variety of businesses and their unique needs, while increasing productivity, revenue & user experience. Solid track record of working within budget constraints and consistently adding value.

- **ERA Mountain Real Estate – 2015**; Secured network & isolated sensitive data. Implement technology driven marketing channels with a 300% increase in followers and 1000% increase in engagement in the first two quarters. Increase lead generation through client data management & data mining. Technology advisor for dedicated and cloud platforms used by ERA.
- **Butternut Inn & Pancake House – 2015**; Implement technology driven marketing channels to drive guest conversion to the website, thus saving 15% revenue by eliminating online booking site fees. Upgraded / secured the network & implemented IPTV saving \$3000/year in cable.
- **Killington Elementary School – 2014-2015**; Efficiently performing website maintenance coding & image processing, saving the school in administrative costs and time. Support and training of administrative staff on use of the CMS system.
- **Web Design & Marketing Services Clients – 2008-2015**; Increase revenue through strategic partnerships with web services companies.
- **Various Individual Clients – 2003-2015**; Performing HW repairs & upgrades, SW application & OS upgrades and Anti-Malware services at a cost effective & affordable rate, while still allowing for a labor rate of \$75/hour and a 50% markup on parts.
- **Neck Exercise Device Client – 2012-2013**; Designed a Prototype for smart device & associated SaaS web application. Prototype design included HW, SW, DB, WebApp(SaaS), pressure sensor and micro controller.
- **Military Services Contractor Client – 2009-2010**; Development Manager for a LAMP Inventory/Personnel web application using GPS location services. Designed and implemented a secure network to be used for development between US & Afghanistan.

Additional clients: Candido Electric, LLC (2014-2015) ▪ Cambridge Clogs & Hosiery (2009-2015) ▪ Towing Services (2010-2014) ▪ Retail Health Food Store (2012) ▪ Habro Automotive & Towing (2010-2012) ▪ Herbal/Holistic Retail Store (2009-2012) ▪ Recording Label/Artist (2009-2010) ▪ Clothing Manufacturer (2009-2010) ▪ Video Production Company (2009-2010) ▪ Remediation & Construction Client (2009-2010) ▪ Holistic & Chiropractic Services (2009-2015) ▪ Penny Stock Investment Co. (2009-2010) ▪ Retail/Online Artist Gallery (2004-2007)

Software & Technology Product Development

“BBBot” - Automated Amazon Seller Inventory Management

(2015 - current)

- Developed and implemented rules for managing Amazon product's 'competitive pricing' which when tested yielded 100% success rate on a subset of test products in the “Goes On Sale” Amazon inventory.
- Consistent execution for a 30 day period on test products increased sales by 5-10 times for the “Goes On Sale” Amazon storefront.
- Developing a SaaS web app w/ AMWS to automate 'day-day' Amazon seller inventory management and 'competitive pricing'.
- Revenue model will be “per product/per action” pricing; with possibility of bulk discounts or subscriptions.
- Forecasted revenue of \$1M with 1% of Amazon products being updated once/day for a year at a low .001 cents per update cost.

“Goes On Sale” (Online Merchant & Broker) : (Founder / Principle / Product Manager)

(2014 - current)

- Manage complete operation of eCommerce through multiple sales channels, while utilizing storefront as test case for 'BBBot'.

“TA-1” & “TA-2 Overwatch” Talos Aerospace (Aerospace Industry Start-up)

(2014)

- Designed & built complete prototype to be used for 2 delta wing UAV products; TA-1 for long range high weight payload delivery & TA-2 for high resolution overview mapping applications using real time video, control systems and GPS waypoints.
- Successfully delivered a modular UAV design for multiple usage requirements on a shared delta wing platform.

“Virtual Reallery” - Virtual Reality Art Gallery

(2004-2007)

- Designed and developed a website to deliver a virtual reality art gallery experience using Flash ActionScript & animation coding.

Food Services : (2 Goes Foods)

“2 Goes Gourmet Deli” w/ “2 Goes Pizza” : Take-out Deli & Store (Founder / Head Chef / GM)

(Established 2012)

- Developing a 'Go To Market' strategy for 'Take & Bake' & 'Take & Warm' manufacturing, sales & distribution of '2 Goes Foods'.
- Designing a SaaS web application for tourist's pre-ordered food delivery, which will minimize cost from food spoilage.
- Managed and operated 'brick & mortar' operation with a profit of \$100K in a 5 month season with a full menu & convenience store.

"The Killingtime Lounge" w/ "2 Goes Pizza" : Restaurant & Lounge (Founder / Head Chef / GM) (2004-2005)

- Successfully moved '2 Goes Pizza' to be included in a full sit down restaurant & lounge by adding Portuguese specialties to the menu.
- Managed and operated the 'brick & mortar' operation with a profit of \$70K in a 4 month season.

"2 Goes Pizza" Gourmet Take-out Pizza : Take-out Restaurant (Founder / Head Chef / GM) (Established 2003)

- Created brand from recipe to delivery, for a thin crust whole wheat blend gourmet pizza produced with 'Made in Vermont' ingredients, which is a strong market draw for both locals and tourists.
- Optimized operating hours for peak tourist days and times to maximize profit.
- Increased sales by filing a late night food void for Killington tourists by extending weekend hours to 3am.
- Marketed our "low carb" thin crust with great success and created an alternative to the common NY style pizza in Killington.
- Managed and operated the 'brick & mortar' operation with a profit of over \$50K in a short 3 month season.

Entertainment : (Drums & Percussion)

"Bang On A Drum" - School of Percussion, (Founder, Director, Instructor) (2012 - current)

- Founding creative director of this 'do good' organization dedicated to fostering team work, respect and fun, while teaching groups and individuals of all ages the beauty of rhythm and music.
- Help students with physical ailments, including MS & Parkinson's Disease, increase their quality of life through playing percussion.
- Volunteer services to the local elementary school for yearly group drumming events.
- Currently developing a "Team Building" percussion class to be marketed to businesses.

"Gordon Goes", Drummer & Percussionist (Live & Studio Performance) (1990 - current)

- "Somewhereville" by Bow Thayer and the Euphorians : (Executive Producer & Drummer/Percussionist) Produced 2000
Nominated for: *"The Boston Music Awards" - "Best Roots Rock Band & Album" in 2001.*
- Other albums: Bow Thayer: 'Maintenance for Mood Swings'; Bow Thayer: 'Hindsight'; Clear River Band: 'Clear River Band'
- Seasoned live & studio performer with strong improvisational skills and the ability to quickly add value to the musical experience.

GMRM LLC & GMDI LLC, CIO / CAO,

So. Royalton, VT : (2008 – 2009)

Green Mountain Risk Management LLC & Green Mountain Defense Industries LLC

(GMRMLLC & GMDILLC were sister companies - Positions were held at both companies simultaneously.)

- Designed and developed standards for information sharing, security and integrity in the organization's main and remote offices through improved processes, redundancy and strict security measures.
- Performed open source intelligence & composed technology/research sections of client proposals including Google Earth mapping.

G Squared Enterprises Inc., Senior Engineer & CTO/CEO Medford, MA : 1995 - 2004

GTE Worldwide, : "Pulse" – Architect / Product & Development Manager (1999-2000)

- Designed & managed the implementation of 'Pulse', a real time, web based, worldwide operations monitoring and emergency escalation system, for use during the Y2K rollover period for all GTE Worldwide systems, such as; network, telecom, satellite & 911.
- Completed the system within a short two month development deadline and exceeded GTE Worldwide's expectations.
- Successfully prevented system failures in GTE's worldwide infrastructure through early detection and secure message delivery.

GTE Internet-working Powered by BBN, : "WEB" - Product Manager (1999)

- Successfully designed, managed and implemented a document library web site. Assembled & managed teams to develop, test & roll-out the site.

GTE Internet-working Powered by BBN, : Senior Oracle Developer (1998-1999)

- Analyzed Oracle database, repaired database schema & permissions and wrote stored procedures to eliminate 30,000 duplicate and error records & re-build database for the BBN customer order entry system.
- Rapid development exceeded customers expectations, saved BBN development costs & ensured reliable data for new live system.

Career Note: Additional roles at G Squared Enterprises, Inc. as:

Storability, Inc., : Architect / Systems & Development Manager (2000-2001)

GTE Internet-working Powered by BBN, : Lotus Notes Architect / Manager (1998-2003)

Bolt, Beranek and Newman - (BBN), : Lotus Notes Architect / System Admin (1995-1998)

Lotus Development Corporation / IBM Corp.,

Cambridge, MA : 1989 - 1995

Lotus Notes Development - Automation Team, : QA Systems Software Engineer Westford, MA : 1993-1995

- Successfully designed, coded, tested and implemented object oriented function libraries and scripts for automated "Server Smoke Test". Built network of machines for testing & trained and supported QA Engineers in use of function libraries for building tests.

Career Note: Additional roles at Lotus Development Corporation as:

Lotus Notes Development - Systems Group, : QA Systems Engineer (1992-1993)

Lotus Notes Development - Server Group, : QA Engineer (1991-1992)

Central Support Services, : Network Engineer (1989-1991)

Education

Southeastern Massachusetts University/UMASS Dartmouth, No. Dartmouth, MA, Computer Engineering / Computer Science (CIS), Deans List

Community Volunteer Positions

Killington "Irene" Emergency Volunteer – Technical, Photography, Mapping & Supplies Distribution – 2011

Chair on Board of Directors & Chairperson of Information Technology Advisory - Hartford Area Chamber of Commerce : 2008 - 2009

Interests

Family, Technology, Drumming/Percussion[Performance & Teaching], Music/Band, Drawing, Cooking, Entrepreneurship, Maker, Team Projects