

**TECHNICAL ADVISORY GROUP COMMITTEE****3 YEAR TERM**

<b>MEMBERS</b>	<b>ADRESS</b>	<b>PHONE</b>	<b>EMAIL ADDRESS</b>	<b>APP'T DATE</b>	<b>TERM Exp.</b>	<b>TERM #</b>
Frank McClatchy	3904 Bergeron Ct. Myrtle Beach, SC 29579	610-764-0887	<a href="mailto:fmccclatchy@gmail.com">fmccclatchy@gmail.com</a>	8/28/18	8/28/19	1
Susan M. Roe	4965 Westwind Drive Myrtle Beach, SC 29579	843-236-8548	<a href="mailto:sroe@live.com">sroe@live.com</a>	8/28/18	8/28/19	1
Gina Trimarco	1229 38th Avenue N Myrtle Beach, SC 29577	843-597-6393	<a href="mailto:gina@carolinaimprov.com">gina@carolinaimprov.com</a>	8/28/18	8/28/19	1
Bruce Grant	6363 Cascata Drive Myrtle Beach, SC 29572	843-516-2881	<a href="mailto:bgrantny1@gmail.com">bgrantny1@gmail.com</a>	8/28/18	8/28/20	1
Brent D. Groome	HTC, Inc. P. O. Box 1820 Conway, SC 29528	843-369-8393	<a href="mailto:Brent.groome@htcinc.net">Brent.groome@htcinc.net</a>	8/28/18	8/28/20	1
Meagan Michal	1228 Brown Pelican Drive Myrtle Beach, SC 29577	570-637-6282	<a href="mailto:meaganmichal@gmail.com">meaganmichal@gmail.com</a>	8/28/18	8/28/20	1
Peter Gasca	1587 Berkshire Ave. Myrtle Beach, SC 29577	843-997-0554	<a href="mailto:peter@petergasca.com">peter@petergasca.com</a>	8/28/18	8/28/21	1
Jason T. Greene	8701 Kings Rd. Myrtle Beach, SC 29572	843-424-0649	<a href="mailto:Jason.greene@tkaczengineering.com">Jason.greene@tkaczengineering.com</a>	8/28/18	8/28/21	1
Joseph Bonanno	1530 Air Force Lane Myrtle Beach, SC 29577	843-283-7200	<a href="mailto:joseph.bonnano@archetypesc.com">joseph.bonnano@archetypesc.com</a>	8/28/18	8/28/21	1
John Dove	HGTC VP Information Technology P. O. Box 261966 2050 Hwy. 501 East Conway, SC 29528	843-349-5296	<a href="mailto:John.dove@hgtc.edu">John.dove@hgtc.edu</a>	8/28/18		
Jean French		843-234-3430 Office	<a href="mailto:jennis@coastal.edu">jennis@coastal.edu</a>	8/28/18		
<b>NOTE: City Residents are highlighted in blue.</b>						

The term of Frank McClatchy , Susan Roe, and Gina Trimarco have expired. Mr. McClatchy and Ms. Trimarco wish for reappointment, Ms. Roe does not. The recommendation is that Lauren Riddei fill this vacancy.

## Jennifer Stanford

---

**From:** Fox Simons  
**Sent:** Wednesday, December 4, 2019 6:38 AM  
**To:** Jennifer Stanford  
**Subject:** FW: TAG Committee Nomination  
**Attachments:** jason\_greene.vcf

Good morning, Jennifer

Please see Jason's email below. Where are we on appointing the replacement?



The employees of the City of Myrtle Beach are a diverse group of individuals who blend their unique talents to create the most effective, elite team of public servants in South Carolina.

Fox Simons

Deputy City Manager

**p:** 843-918-1016  
**m:**  
**e:** fsimons@cityofmyrtlebeach.com

PO Drawer 2468  
Myrtle Beach, SC 29578-2468

[www.cityofmyrtlebeach.com](http://www.cityofmyrtlebeach.com)



\*\*\* WARNING \*\*\* All e-mail correspondence to and from this address may be subject to public disclosure under the South Carolina Freedom of Information Act(FOIA). 2007

**From:** Jason Greene <jason.greene@tkaczengineering.com>  
**Sent:** Tuesday, December 3, 2019 3:25 PM  
**To:** Fox Simons <fsimons@cityofmyrtlebeach.com>  
**Subject:** TAG Committee Nomination

Hi Fox,

I wanted to let you know that my nominee for the open position on the TAG committee is Lauren Riddei.

Thanks,

Jason

--

Jason T. Greene, PMP  
Chief Strategy Officer

Tkacz Engineering LLC  
601 21st Ave N, Suite 10010  
Myrtle Beach, SC, 29577  
Cell: +1 843 424 0649

GSA IT Schedule 70 - Contract Number GS-35F-287CA  
GSA Recognized HUBZone Certified Business  
SBA Certified HUBZone Business



# LAUREN RIDDEI

## CONTACT

✉ Lauren@loulouinteriors.com

☎ (757) 262 7465

🏠 Myrtle Beach, SC

## EDUCATION

### BACHELOR OF ARTS: HOSPITALITY + TOURISM

2008-2012

Old Dominion University  
Norfolk, VA

### INTERIOR DESIGN CERTIFICATE

2017-2018

Horry Georgetown Community  
College  
Conway, SC

## SOCIAL

f fb.me/laurenriddei

📷 @laurenriddei

## ABOUT

Lauren is a 28-year old creative interior designer, focused on new construction and custom remodeling projects. She has a strong background in project management, community building, and start-up initiatives.

## CORE SKILLS

Public Speaking  
Event Coordination  
Community Development

Workshop Provider  
Team Leader  
Creative Strategist

## WORK EXPERIENCE

### INTERIOR DESIGNER

*LouLou Interiors LLC | Aug 2018 - Present*

- Owned and operated by Lauren Riddei
- Specializes in new construction finishes, custom remodeling + furnishing installation
- Plans, designs, and furnishes residential + commercial properties
- Meets regularly with clients to establish budget, tastes, and timeframes

### INTERIOR DESIGN INTERNSHIP

*CHD Interiors | Dec 2017 - March 2018*

- Assisted in the development and implementation of interior design projects
- Interfaced with clients for interior recommendations
- Delivered projects under select deadlines

### CAMPUS PASTOR

*InterVarsity Christian Fellowship | Dec 2012 - July 2017*

- Campus ministry start-up at Coastal Carolina University
- Trained, educated, and developed university students
- Weekly speaking engagements + event coordination
- Fundraised total ministry salary

## AFFILIATIONS / MEMBERSHIPS

Myrtle Beach Mastermind  
Young Life Committee Member

Seacoast Vineyard Preaching Team  
Learning Disabilities Tutor



## Jennifer Stanford

---

**From:** James Barr <jpbmu89@gmail.com>  
**Sent:** Monday, October 7, 2019 8:00 AM  
**To:** Jennifer Stanford  
**Subject:** Myrtle Beach Technology Advisory Group Interest  
**Attachments:** Myrtle Beach TAG.docx

Hello,

My name is James Barr and I am interested in Volunteering to serve on the Technology Advisory Group. I have attached my full letter of interest with brief biography. Additional information can be provided upon request.

Thank you,

James P. Barr

James P. Barr  
203 26th Ave S.  
Myrtle Beach, SC 29577

5 October 2019

To whom it may concern,

I am writing this letter to submit myself as an applicant for the City of Myrtle Beach's Technology Advisory Group. My name is James Barr and I am a fairly recent permanent transfer to Myrtle Beach. I grew up spending every summer vacationing in Myrtle Beach and have always had a deep love and fondness for the area. I have also spent my entire professional career in the Healthcare Information Technology sector. Outside of my career I have also spent my entire life with technology as a personal hobby. I have built websites and developed web, desktop, and mobile applications of my own and assisting others in my personal time.

I see a great potential for this city to grow in terms of tourism as well as revenue through the targeted use and implementation of technology. Providing visitors with access and services that would be unique to Myrtle Beach. There is an opportunity to leverage the resources of this group to benefit all other Boards, Commissions, and Committees in mutual collaboration for vast improvement.

I have worked for the last seven years with Southeastern Health where I currently hold the position of Business Intelligence Developer. I previously served as a Business Intelligence Consultant to Atrium Health. My community service involvement has been serving with Kiwanis of Robeson Young Professionals. If a more detailed work history or qualifications is desired my complete resume can be provided upon request.

I look forward to any opportunity to help and serve in the new community that I call home.

Thank You,

James "J.P." Barr  
(910) 374-6060 - Cell

## Jennifer Stanford

---

**From:** Mark Mancini <mmancini@lrmcenter.com>  
**Sent:** Thursday, October 3, 2019 10:02 AM  
**To:** Jennifer Stanford  
**Subject:** TAG application  
**Attachments:** Mancini Mark - BIO.docx; Mark Mancini IT Operations Exec.pdf

Attached is my CV for submission for the Technology Advisory Group, which I think I would be a leading candidate for. Prior to my current position as CIO of a major medical practice in the area, I found and ran a technology company which I successfully sold to a publicly traded company 4 years ago.

Please feel free to check out my LinkedIn profile as well at  
<https://www.linkedin.com/in/drmarkmancini/>

Respectfully,

**Mark Mancini**

Chief Information Officer, Little River Medical Center

t: 843-663-8008 | m: 843-655-2875

e: [mmancini@lrmcenter.com](mailto:mmancini@lrmcenter.com) | w: [www.lrmcenter.com](http://www.lrmcenter.com)

a: 4303 Live Oak Drive, Little River, SC. 29566

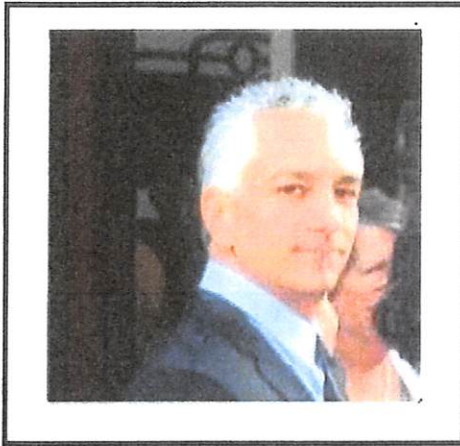


# Mark Mancini

North Myrtle Beach, SC 29582 | (770) 912-0063 | mark@mancini.ws

## Senior Operations/Business Strategy Executive

**M**ark Mancini is a visionary leader of people, projects, and companies whose executive tenure combines both technical and operational management. As the Chief Architect and sole employee for a startup, Twisted Technologies, that would become an award-winning \$1.6 million Microsoft- certified IT support company, Mark developed the uncanny ability to identify and capture emerging opportunities in highly competitive medical, legal, accounting markets. He also developed the reputation as an extraordinary team builder who instills strong employee engagement to maximize productivity, loyalty, and profitability.



Technology and health care have always appealed to Mark. At the age of 13, Mark was a self-taught BASIC and PASCAL programmer, and he sold software he had written on a Commodore-64 for \$125. At the age of 17, he wrote software for the pharmaceutical company Hoffman LaRoche that saved them several hours a day of calculations done by a PhD as well as developing graphical presentations of discreet data accumulated in assays.

Mark would later go on to earn a degree in chiropractic. But while completing his studies, he took a job working at a Gateway retail store where the technology bug would bite him again. Three years later, Mark started Twisted Technologies at a time when the economy was fading but his passion had reached a fever pitch. With no fallback option, he had to make the company profitable very quickly. Like most solo operators, Mark worked long hours, networked, and made key business decisions that involved things like pricing, direction, accounting, focus, vendor management, and product offerings.

By cultivating strong business relationships in an entrepreneurial network, Mark successfully grew the company from the ground up as he worked harder, smarter, and faster to build the infrastructure that would support his expansion efforts. Along the way Mark positioned Twisted Technologies to become one of the fastest growing McKesson Physician Software Resellers, winning several awards for sales, technical expertise, marketing, and consulting while also earning a seat on the Advisory Board for Medisoft. As the company required more staff and added more sophisticated service offerings over 15 years, Mark learned as he went and executed the strategic vision that included a cash buyout when the opportunity presented itself.

According to plan, Twisted Technologies was acquired by JDL Technologies in 2015 to form a larger, more feature-rich managed services provider. He spent a year helping the new ownership group to expand JDL's market presence and growth in the Atlanta area. An avid real estate investor, boater with his Master 's Captain License, and former competitive jet ski racer, Mark brings a tenacious sense of discipline and focus to the boardroom that translates into bottom-line success.

In February of 2018, Mark joined Little River Medical Center as the CIO, reporting directly to the CEO as the LRMC Security Officer who is also well-versed in business decisions and leadership. His diverse background is to enhance the information systems and improve efficiency, while maximizing productivity with innovation in line with the Mission Statement that guides the Center.



# Mark Mancini

(770) 912-0063 | mark@mancini.ws

## Senior Operations/Business Strategy Executive

Visionary leader of people, projects, and companies spearheading operations and services of high customer value by identifying and capturing emerging opportunities in competitive markets throughout the product lifecycle. Chief architect and executive for Microsoft-certified IT support company, ultimately negotiating its cash sale and transitional support role. Perform competitive research to align organizational goals with current trends while executing on business opportunities. Consistently develop business cases for product and service investments as well as product roadmap and validate input from internal and external stakeholders. An extraordinary team builder who instills strong employee engagement to maximize productivity, loyalty, and profitability. Advisory Board, McKesson's Medisoft.

### Executive Competencies:

Strategic Planning | P&L/Budgeting | Team Leadership | Competitive Analysis | Product Roadmapping & Research | Business Development | Stakeholder & Board Relations | Process Improvement | Collaboration | Sales/Marketing | Resource Allocation | Training | Project/Vendor Management | Managed Services | Solution Selling | Negotiations

### IT Expertise:

Data Management | Software Development | Business Continuity | Disaster Recovery | IT/Network Security | SaaS | Cloud Computing | Wireless | VoIP | MS Exchange | Application Support | Virtualization | Integration | Enterprise Software/Architecture | Service Management

---

## Professional Experience

---

### **Director of Operations** | CLOUDWYZE, Leland, NC | March 2017 to March 2018

*(Managed Services Provider focusing on cloud services in the Wilmington-area.)*

Selected to lead organization and realize increased profitability of VC-funded start-up and establish guidelines for growth in order to prepare the business for future acquisition. Managed a dozen employees in aspects of growth, operations, revenue management and technical scalability.

- Optimized workflow and reduced support ticket queue by 85% leading to increased customer satisfaction by allowing for technician's time to be spent tending to proactive tasks and projects.
- Researched and implemented automated payment system to save dozens of hours of accounting time each month while streamlining an income stream that is now fully PCI-compliant.
- Spearheaded restructure of personnel, making reduction when necessary and combining teams toward unified organizational goals to maximize productivity without increasing salaries.
- Increased communications by centralizing the company to the use of one software platform for integration of all aspects of the business: prospecting, sales, inventory, purchasing, project management, and support.
- Centralized and secured IT resources to a central information platform for secure and efficient access to client data resources.

### **VP of Technology/Business Development** | JDL TECHNOLOGIES, Ft. Lauderdale, FL | June 2015 to Oct 2016

*(Offering IT solutions to businesses, healthcare organizations, and educational institutions; 58 employees and \$16 million in revenue.)*

Second in command of staff in sales, technology, and operations. Charged with navigating transition to new ownership and winning the support of an engaged workforce. Led integration of merged email, VoIP, and hosted environment systems. Consolidated product and service offerings. Managed a \$500,000 sales department budget.

- Met with each employee individually to share news of the merger and assigned one employee to champion the positive aspects of the move, resulting in 100% employee retention.
- Implemented a "break-down-the-wall" communication strategy to help technicians recognize sales opportunities previously missed and route them regularly to the sales department.
- Established the business case for moving from Cisco Call Center to 3CX for internal VoIP, lowering costs and software assurance while adding key workforce productivity functions.
- Led efforts that successfully boosted adoption of ConnectWise client management tool by all technicians.
- Grew sales 16% while reducing staff by over 50% using savings to invest in other marketing and sales efforts.

**President | TWISTED TECHNOLOGIES, Atlanta, GA | 2000 to 2015**

*(Managed Services Provider focusing in medical, legal, and accounting verticals; acquired by JDL Technologies.)*

Grew company from the ground up to a multi-million dollar a year company by cultivating strong business relationships in an entrepreneurial network. Managed all sales, finance and comptroller duties, operations, and support functions while establishing strategic direction of the company. Handled all HR operations; anticipated trends to hire staff in projected growth areas. Built cohesive sales, finance, management, and technical teams.

- Certified as a Microsoft Gold Partner for 10 consecutive years; earned two SQL FrontRunner awards.
- Became one of the first 50 Microsoft Small Business Server Specialists and one of the fastest growing McKesson Physician Software Resellers. Earned awards for Highest Sales, Technical Expertise, Marketing Excellence, and Consultant of the Year.
- In anticipation of the cloud technology boom, cost-effectively built a private datacenter that reached breakeven in six months; maximized all available resources and realized substantial passive revenue gain by year three.
- Leveraged chiropractic background and understanding of medical practices to create a strong physician referral network; grew the business without spending any money on advertising.
- Positioned company to be well ahead of the HIPAA curve, launching custom software and hardware integration services to healthcare companies when paperless technology started industry-wide in 2006.
- Transitioned accounting structure to an MSP-based monthly recurring revenue model (MRR), resulting in more linear income, increased customer retention, and higher company value for project-based work and break-fix services. Increased net profitability almost 30% annually; contributed to a high business valuation at acquisition. The MRR model of billing increased the business value by over 5 times that of the break-fix model.

---

## Education

---

**Doctor of Chiropractic (with distinction) | LIFE UNIVERSITY, Marietta, GA**  
**IT and Economics Studies, RUTGERS UNIVERSITY, New Brunswick, NJ**



Tanja Dimic  
1027 Peterson Street  
Myrtle Beach, SC 29577  
843-692-6318  
tdimic@outlook.com

September 15, 2019.

City Hall  
937 Broadway Street  
Myrtle Beach, SC 29577

Dear Sir/Madam,

I am interested in an opportunity to volunteer with the City of Myrtle Beach, specifically Technology Advisory Group. I have significant experience working in IT industry and would like to continue to do so with this team.

Since having moved here with my family from Canada three years ago, I have been working as a Real Estate Agent. I am a president of our HOA (82 single family homes) and have also been a volunteer at Myrtle Beach Elementary as a Reading Buddy.

I enjoy working with people and welcome new challenges and am ready to broaden my range of volunteer work.

Thank you for your consideration. I look forward to hearing from you,

Sincerely,

Tanja Dimic

A handwritten signature in cursive script that reads "T. Dimic".

---

## Senior Program Manager

*Over 20 years of extensive progressive experience implementing and managing multiple complex projects.*

---

- Certified Project Management Professional (PMP) with 20+ years of IT experience providing successful leadership, management, and delivery of Infrastructure and Application projects.
- As a Senior Program Manager, managed large portfolio of active projects, and a team of 10+ Project Managers based in Canada, India, Costa Rica and Brazil.
- Proven track record in working within the realms of infrastructure planning, procurement and deployment, software development and deployment, and concurrent project implementations.
- Firm ability to research, analyze and translate complex business and technical information to stakeholders, SMEs, and developers.
- Superior communication, interpersonal, consulting, and facilitation skills. Adept at communicating with all levels of the business and technical parts of the organization.

## Career Experience

---

### IBM Canada Ltd., Markham, Canada

Sep 1996 – Mar 2016

#### Custom Hosting Services - Senior Program Manager

Aug 2008 - Mar 2016

Custom Hosting Services specialized in custom hosting solutions for 180 applications on 800 servers in five Canadian and United States data centers. Account's customer base was worldwide and we hosted production, pilot, test and development servers in a 7x24x365 supported environment. The yearly turnover of the account was \$35 million dollars in 2015.

- Worked closely as part of Project Office to manage a consistently profitable portfolio for a variety of internal IBM clients such as Express Portal, Global Solutions Architecture Repository (GSAR), World Wide Events (WWE), Edge Information Warehouse (EIW) and World Community Grid, as well as commercial clients like BMO, CIBC, The Co-operators and WSIB
- Provided thought leadership to a team of 10 project managers located in Canada, India, Costa Rica and Brazil handling a volume of 100+ active projects and change requests.
- Worked with clients and global delivery teams from the engagement phase through to production.
- Created PMO frameworks and supporting policies and processes in order to improve efficiencies, consistencies and cost savings.
- Influenced the team to adapt behaviors and processes that strengthened partnerships with clients, solving challenges that surfaced as a result of corporate change
- Handled Document of Understanding, Statement of Work and Change Request quality and cost reviews, client billing accuracy, and management of some projects.
- Effectively dealt with challenging client situations, displaying good judgment, and gained sound business acumen through experience
- Managed day-to-day operational aspects of project and scope
- Minimized our exposure and risk on project, including budget overruns
- Ensured project documents are complete, current, and stored appropriately. Conducted reviews and project audits.
- Participated in cost estimations, billing reviews and budgetary discussions
- Kept project team well informed of changes within the organization
- Effectively communicated relevant project information to senior personnel including weekly/monthly reviews and discussions

Technology: AIX, RedHat Linux, Microsoft Windows, DB2, Oracle, WebSphere, My SQL, Apache Tomcat

Tools: MS Project, Project Control Book, Excel, MS PowerPoint, MS Word

#### Ontario Teacher's Pension Plan - Project Manager

Dec 2007 – Jul 2008

Portal infrastructure and application solution for Ontario Teachers' Pension Plan (OTPP), an independent pension plan corporation. Initially a POC with a purpose to evaluate the suitability of Websphere Portal as an enterprise presentation framework to surface data and applications for the Investments Division, lead to the full implementation of the proposed solution.



- Worked with the customer to document the functional requirements to build the portal intended for client's business users
- Worked closely with the client PM to coordinate project activities and manage IBM responsibilities as the activities were divided between the client team and IBM team

Technology: Websphere Portal 6.0.1.3. A set of portlets was developed using Rational Application Developer (RAD), Dashboard and Portlet Factory to integrate iKnow, Endeca and existing reports into Websphere portal.

Tools: MS Project, Lotus QuickPlace, Project Control Book

## **Bell Canada & TD Canada - Project Manager**

Nov 2006 – Nov 2007

Integration and Implementation of the Internet Protocol based contact center solution in the call centers of TD Canada.

- Managed and successfully completed the commissioning of call recording equipment, order of magnitude 100 servers, across two central sites and nine local sites. Coordinated the shipment and installation of equipment and software, planned and scheduled call recording team members as well as SSR (Systems Service Representative) technicians and client site resources to perform critical path activities
- Managed the vendor resources assigned to the projects, ensured that the software installation, integration and documentation were on track to complete deliverables
- Maintained highly effective working relationship with IBM team members, encouraged and motivated team members by leading by example and assisting in any area where necessary. Prepared and managed the necessary change requests and approvals in order to perform various activities

Technology: Witness Systems recording solution

Tools: MS Project, MS Office (Word, PowerPoint, Excel), Project Control Book

## **Liquor Control Board of Ontario (LCBO) – Service Delivery Manager**

Jan 2004 – Dec 2005

Development of new applications as well as enhancements for the client website lcbo.com

- Closely involved in designing solutions to suit client's vision, providing estimates and developing Java and JavaServer Pages (JSP) solutions
- Managed contracted service to ensure satisfactory service levels were being provided to the client
- Coordinated IBM Service teams as required with 24/7 user and application problem resolution
- Acted as a single point of contact, worked closely with the client and maintained a solid and effective working relationship, including participating in monthly review meetings with executives
- Managed financials and forecasting

Technologies: WSAD, Java, JSP, HTML, DB2, SQL

Tools: MS Project, Project Control Book

## **Tim Hortons - Service Deliver Manager / Developer**

Jan 2002 – Dec 2004

Design, development, implementation and support of Domino Portal for Canada's largest quick-serve restaurant.

- Managed the overall activities between the support, development, and administration teams, ensuring a 24/7 problem free Domino Portal application availability
- Gathered requirements and designed solutions by creating technical design documents
- Implemented the solutions
- Planned and coordinated production implementations
- Provided around the clock support
- Documented all processes in order to maximize personal and team business performance, value and associated benefits
- Coached new members on the team with the programming and business knowledge of the application. Maintained a highly effective working relationship with the client and IBM teams
- Prepared weekly reports as well as monthly statistical reports

Technologies: Lotus Notes/Domino, HTML, JavaScript, DB2

Tools: MS Project, Project Control Book

---

## Various clients – Lotus Notes / Domino Application Developer

Sep 1996 – Dec 2001

Participated in the full life cycle of numerous client implementations including requirements gathering, business analysis, design, application development, testing and support.

Major project: Development of a relationship management database for Scotiabank. The application was deployed in all bank offices including international sites and was designed and developed to run in both the Notes client and a browser.

Technologies: Lotus Notes/Domino, HTML, JavaScript, DB2

## Mark Winter and Associates, Toronto, Canada

Mar 1996 – Sep 1996

### Live Entertainment – Lotus Notes Developer

Developed a Lotus Notes workflow application for a major entertainment company.

Technologies: Lotus Notes

## Campbell Soup Company, Toronto, Canada

Sep 1995 – Mar 1996

Installed, configured and provided training to over 200 users on how to use Lotus CC Mail.

Technology: Lotus CC Mail

---

## Education, Credentials and Awards

Master of Science (M.Sc.) in Computer Science - University of Niš, Serbia (1992)

Bachelor of Science, Electronics Engineering - University of Niš, Serbia (1990)

**Certification:** Project Management Professional (PMP); from PMI, ID# 1112420 January 2008.

**Management Skills:** Program Management, Project Management Life Cycle (PMLC), Integration, Enterprise Risk Management, Brain Storming & Gap Analysis, Leadership Qualities, Lesson Learned Framework, Cross-Functional Team Leadership, Budget forecasting and Cost Monitoring, Stakeholder Management, Facilitation, Root Cause Analysis, Conflict Resolution, Negotiation, Inter-personal Skills, Communication Management, Attention to details, Requirements Gathering & Scope Management, Result Oriented, Transparency, Release Management & Change Control Process, Audit and Compliance, Project Governance, Executive Reporting, Risk Identification & Mitigation, Issues tracking & Resolution, Decision Analysis/Problem Solving, Vendor Management, Resource Management

### **Awards:**

- Ovation! Award for transition and implementation, December 2006
- Bravo! Award, May 2006
- Numerous IBM awards and Customer Commendations for outstanding contributions to various clients.

## Jennifer Stanford

---

**From:** Dave Huddleston <dhuddleston@teamessi.com>  
**Sent:** Tuesday, September 3, 2019 5:20 PM  
**To:** Jennifer Stanford  
**Subject:** Technology Volunteer Position  
**Attachments:** Dave Huddleston Skills.pdf; Dave Huddleston Resume.pdf

Hello,

I would love to offer my years of expertise in IT to the City of Myrtle Beach as a volunteer position with your Technology department. Please find my attached brief summary of skills.

Thank you for the opportunity,

Dave Huddleston  
513.460.7995



# Dave Huddleston



## About

I believe in donating my time and resources to organizations that I have a personal connection with. I work hard so that I can spend time building houses in Roatan, Honduras and Working with the local orphanage on the Island. working with a team on Large projects is necessary, this method fosters building great solutions to problems. Working with the Customer to provide the best solution taking into consideration both Time-line and Budget.

## Contact

T: 513-460-7995  
dave@huddlestons.com

2151 Bridge View Ct. 1-904  
North Myrtle Beach, SC 29582

## Experience

**Sr. Architect**  
ESSI, Cincinnati, OH, USA

2001–Present

### Disaster Recovery/Business Continuity

Have led or participated on numerous Disaster Recovery Committees, for companies ranging from large multinational Hospitality, Retail, Financial, Healthcare organizations to newer startups. Developed policies, processes, and procedures for minimizing potential downtime; designed redundant infrastructure to minimize overall risk of application or equipment failure, wrote procedure manuals for support personnel. Architected Infrastructure and Data Center DR plans for several large corporations and a number of smaller businesses.

### IT/Data Center Architecture

Designed and implemented global-scale fault-tolerant IT Infrastructure for clients ranging from startups to Fortune 500 enterprises, comprising load-balanced, redundant networks, multiple international data center locations, thousands of servers (physical and virtual). Oversaw design, equipment implementation, implemented tools and processes for DR\secondary datacenter. Migration and transformation services of Microsoft product portfolio networking and SAN.

### Data Center Relocation

Large Data Center relocation efforts for Fortune 500 Companies. These relocations were done while main Data Center remained fully operational, Not Lift and Ship methods. Various replications methods used from EMC / NetApp to MIMIX and DoubleTake. Size of projects range from 2M to 8M dollars.

### ERP Specialist

Deployment of Epicor ERP systems as well as upgrades, Custom Crystal Report development. Analyze business process and recommend changes to best fit deployed software model.

**Sr. Architect**  
NetPoint Inc, San Francisco, CA, USA

1992–2001

Large Enterprise Windows deployments both Desktop and Server for Charles Schwab, Alza Pharmaceuticals, Chiron. Y2K testing, Script preparation and Lab build for testing. Automated Desktop deployment of 4000 Desktops for Visa International.

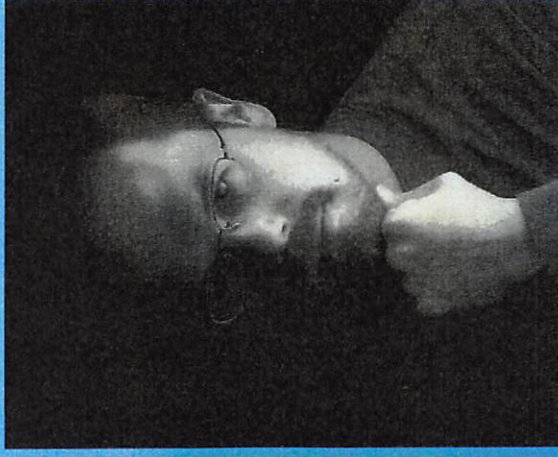
## Skills

Network/Firewall	VMware	Structured Cabling
<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
SQL	Epicor / ERP	Disaster Recovery
<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
AD/DNS	Pre-Sales	Consulting
<div><div></div></div>	<div><div></div></div>	<div><div></div></div>



DAVE HUDDLESTON

Sr. Architect





- 
- ▶ 10 Years in San Francisco, California
  - ▶ 35 Years in Cincinnati, Ohio
  - ▶ 4 Years In Myrtle Beach



# SKILLS

Data Center Relocation

Disaster Recovery

Network

VMware



# WORK EXPERIENCE

ESSI	Sr. Architect	2001 - Present
NetPoint	Managing Consultant	1999-2001
Chiron	Network Engineer	1998-1999
Microsoft Consulting Services	NT Lead Architect	1996-1998



## Professional Experience

- Over 25 years of strong track record on IT projects with a diverse background in disaster recovery industries, most recently specializing in virtualization and data protection.
- Design High Availability\DR solutions
- Strong knowledge of enterprise class hard- and software
- Strong experience in merger and acquisition including IT Infrastructure consolidation and transformation
- Client-facing experience working on business solutions
- Business Continuity and Disaster Recovery Measures. Recovery strategy.
- Applying technology to business needs
- Technological Risk & Vulnerability Assessment (RTO & RPO)
- Business Impact Analysis & IT Requirements
- Consolidation, Migration and Virtualization
- Custom Crystal Reports for LDRPS and Epicor Products
- Retail Deployment of Under Armor Stores in U.K.
- Epicor ERP / MRP Deployment

MRP

Crisis  
Management

Customer  
Facing

Deployment  
Strategy



## Professional Achievements

### ■ Disaster Recovery/Business Continuity Projects:

Led or participated on numerous Disaster Recovery Committees, for companies ranging from large multinational Hospitality, Retail, Financial, Healthcare organizations to newer startups. Developed policies, processes, and procedures for minimizing potential downtime; designed redundant infrastructure to minimize overall risk of application or equipment failure, wrote procedure manuals for support personnel. Architected Infrastructure and Data Center DR plans for several large corporations and a number of smaller businesses.

### ■ IT/Data Center Architecture Projects:

Designed and implemented global-scale fault-tolerant IT Infrastructure for clients ranging from startups to Fortune 500 enterprises, comprising load-balanced, redundant networks, multiple international data center locations, thousands of servers (physical and virtual). Oversaw design, equipment implementation, implemented tools and processes for DR\secondary datacenter. Migration and transformation services of Microsoft product portfolio networking and SAN.

### ■ Data Center Relocation

Large Data Center relocation efforts for Fortune 500 Companies. These relocations were done while main Data Center remained fully operational. Not Lift and Ship methods. Various replications methods used from EMC / NetApp to MIMIX and DoubleTake. Size of projects range from 2M to 8M dollars.

Relocation

Strategy

Microsoft

Recovery



## Representative Tools and Software

- Windows, Linux, Solaris, VMware vSphere, SRM, Crystal Reports, Epicor MRP, Epicor Vantage, Hyper-V, Cloud Computing, NetBackup, NetWorker, TSM, Avamar, Data Domain, Veeam, Double Take, PlateSpin, NetApp, Microsoft Cluster Recovery, Hitachi, High Availability and Replication solutions.
- Excellent knowledge of databases (Oracle, Sybase, Microsoft SQL), Middleware technologies and Network infrastructure. Strong understanding of Firewalls, IDS, ACLs.

Windows

Crystal

Epicor

VMware



# SOFTWARE / HARDWARE / CUSTOMER EXPERIENCE

## Network

Cisco ASA Firewall  
Cisco Series Switches

## Facilities

UPS and Power Planning  
Cooling  
Cabling Plant Layout  
Communication Rack Layout

## ERP

Crystal Reports 8.9.XI,2011  
Custom Financial / Sales Reports  
Custom Job Trending Reports  
Epicor Vista  
Epicor Vantage  
Epicor Enterprise

## Disaster Recovery

Microsoft Cluster Recovery  
Microsoft SQL Recovery  
Active Directory Recovery  
DNS  
Domain Controller Recovery  
Dis-Similar Hardware Recovery  
Physical to Virtual Recovery  
Virtual to Virtual Recovery  
Rapid Recovery Methodologies (SAN  
Replication / Snap Shot)  
LDRPS - Living Disaster Recovery  
Planning System - Dow Chemical

## Enterprise Recovery Software Experience

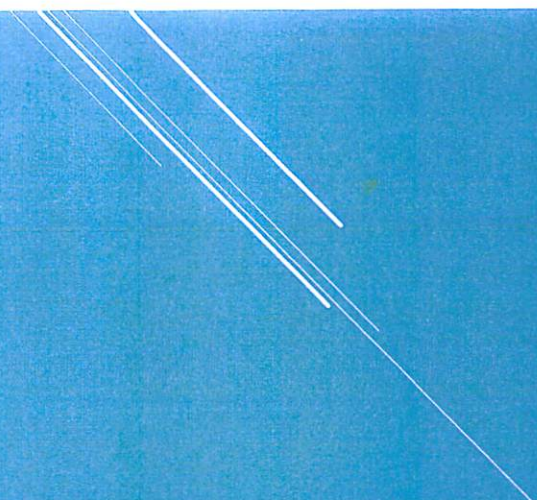
NetBackup - McKesson  
Symantec BMR - McKesson  
PlateSpin - Accenture  
Tivoli TSM - Avis Budget  
Tivoli VCB Restore - InfoPrint  
Legato - Quest Diagnostics  
PHD Virtual - Pak/Teem - Bruwer  
Woodwork  
VMware SRM - NuVeen / Aegon  
Data Domain - Xcel Energy  
DoubleTake - NuVeen  
Site Recovery Manager - NuVeen



- ▶ I donate my time and resources to organizations that I have a personal connection with. I work hard so that I can spend time building houses in Roatan, Honduras and Working with the local orphanage on the Island.
- ▶ I believe in working with a team on Large projects, this method fosters building great solutions to problems.
- ▶ Working with the Customer to provide the best solution taking into consideration both Timeline and Budget.

## MY PHILOSOPHY





Dave Huddleston  
2151 Bridge View Ct.  
Villa 1 Suite 904  
North Myrtle Beach, SC 29582  
513.460.7995  
[dhuddleston@teamessi.com](mailto:dhuddleston@teamessi.com)



## Jennifer Stanford

---

**From:** Mary Jeffcoat  
**Sent:** Thursday, July 26, 2018 6:06 PM  
**To:** City Council  
**Cc:** RCMTWO; Jennifer Stanford  
**Subject:** FW: Technology Advisory Group of Myrtle Beach

Good morning, colleagues:

Below please find an email/resume from Richard Miller who is interested in serving on our Technical Advisory Group. I met Richard this evening at the Cresswind Neighborhood Watch meeting and ask that you consider him as one of the members of this group.

Thank you.

Mary

**From:** RCMTWO [mailto:rcmtwo@gmail.com]  
**Sent:** Wednesday, July 25, 2018 7:15 PM  
**To:** Mary Jeffcoat <mjeffcoat@cityofmyrtlebeach.com>  
**Subject:** Technology Advisory Group of Myrtle Beach

Council Member Jeffcoat,

Thank you for attending our Cresswind Neighborhood Watch meeting this evening. As I mentioned to you, I am interested in participating in the city's Technology Advisory Group. I believe that my background and experience will allow me to assist the city.

I am a credentialed, Project Management Professional (retired), with over 40 years experience working with technology in both the telcom and healthcare industries.

My most relevant experience would include leadership of a team that identified and delivered a solution to the high cost, compatibility and reliability issues in network telcom work centers across the US.

My team worked closely with our customers in work center operations, network and application development, finance and procurement to develop a strategy, build support for that strategy, develop a positive business case and obtain multi-year funding.

We successfully deployed a standardized desktop platform which supported the hundreds of applications across many different types of work centers. This project resulted in lower overall cost and delivered improved performance and reliability.

More recently, I managed implementations of FDA regulated medical device software for clients which included the Department of Defense and some of the most prestigious hospitals, domestic and international.

I look forward to the opportunity to serve the council and the city.

Thank you for your consideration and your offer to forward this message as appropriate.

Richard Miller

[rcmtwo@gmail.com](mailto:rcmtwo@gmail.com)

843.582.8386

---



## Lindsey Haring

---

**From:** RCMTWO <rcmtwo@gmail.com>  
**Sent:** Thursday, August 29, 2019 4:41 PM  
**To:** Lindsey Haring  
**Cc:** Mary Jeffcoat; Philip Render  
**Subject:** RE: City of Myrtle Beach Boards, Commissions & Committees  
**Attachments:** Richard Miller bio.pdf

Lindsey,

Thank you for reaching out regarding the open positions on TAG. I am in fact still interested and have attached an updated bio for consideration. Please let me know if any additional information is needed.

Thank you.

Rich Miller

---

**From:** Lindsey Haring [mailto:LHaring@cityofmyrtlebeach.com]  
**Sent:** Wednesday, August 28, 2019 11:51 AM  
**To:** rcmtwo@gmail.com  
**Subject:** City of Myrtle Beach Boards, Commissions & Committees

Good Afternoon Mr. Miller,

The Technical Advisory Group has three openings due to current term expirations. I am emailing you to see if you are still interested in the Technical Advisory Group for a recommendation for appointment by Council. I have your letter of interest on file unless you would rather send an updated version.

I look forward to hearing from you.

Have a great day,



The employees of the City of Myrtle Beach are a diverse group of individuals who blend their unique talents to create the most effective,

Lindsey Haring

Administrative Secretary

**p:** 843-918-1012  
**m:**  
**e:** LHaring@cityofmyrtlebeach.com

PO Drawer 2468  
Myrtle Beach, SC 29578-2468

[www.cityofmyrtlebeach.com](http://www.cityofmyrtlebeach.com)



**Richard Miller**

1412 Suncrest Dr Myrtle Beach, SC – 843.582.8386 – rcmtwo@gmail.com

---

**Objective**      **Apply my skills and experience in Project Management and technology to support the TAG, City Council and City officials**

**Experience**      **Senior Project Manager**

Mediware Information Systems, Oak Brook, IL

6/2007 – 12/2017

Managed implementations of FDA regulated medical device software for clients who included the Department of Defense and some of the most prestigious medical facilities, domestic and international.

**District Manager**

AT&T, Various Locations in NJ

1983 – 2007

Experience in a wide range of positions from Network Operation to Bell Labs. Most relevant to TAG, I led a team that identified and delivered a solution to the high cost, compatibility and reliability issues in AT&T Network work centers across the US.

My team collaborated with our customers in work center operations, network and application development, finance and procurement to develop a strategy, build support for that strategy, develop a positive business case and obtain multi-year funding.

We successfully deployed a standardized desktop platform which supported the hundreds of applications across many different types of work centers. This project resulted in lower overall cost and delivered improved performance and reliability.

**Communication**   **Effective communicator; able to facilitate communication between technical and non technical groups; understanding**

audiences and adapting complex information and ideas into formats that enable shared understanding

**Leadership**

2019 – Current

President, Cresswind Myrtle Beach Community Association, Inc.

**References**

**Philip Render, Myrtle Beach City Council**

**Mary Jeffcoat, Myrtle Beach City Council**

## Jennifer Stanford

---

**From:** Mary Jeffcoat  
**Sent:** Friday, June 15, 2018 3:26 PM  
**To:** John Pedersen  
**Cc:** City Council  
**Subject:** FW: Sci/tech advisory board  
**Attachments:** KW\_Resume\_2018.pdf

Hi John and colleagues:

Please see the email below from Dr. Roberts at CCU recommending Dr. Walters to be CCU's representative on our Tech Advisory Board. Attached is Dr. Walters' resume. Dr. Walters lives in Market Common and he recently sent all of us an email about the importance of science in decision making. After receiving that email, I met with Dr. Walters and believe he is a good candidate for our new board.

Dr. Roberts also is suggesting a representative from the 5<sup>th</sup> Innovation Group. This group, it appears, is county-wide and I think Council will need to discuss if a representative needs to be included on our Board.

So, John, I am passing all of this on to you for consideration, with other candidates, by City Council.

I hope you all have a great, safe weekend.

Mary

**From:** Michael Roberts [mailto:mroberts@coastal.edu]  
**Sent:** Friday, June 15, 2018 10:28 AM  
**To:** Mary Jeffcoat <mjeffcoat@cityofmyrtlebeach.com>  
**Subject:** Sci/tech advisory board



Mary:

At Dr. Walters request I am emailing you to indicate my support for him serving on the City of Myrtle Beach's Science and Technology Advisory Council. Given his expertise, I feel he would be an extremely valuable addition to the group.

I would also mention, that should you be interested, I would also be willing to suggest a representative from the 5thT Innovation Group (the owners/operators of the Conway and Georgetown Innovation Centers – and the soon to open NMB Innovation Center). I particularly mention this due to our micro-loan activities: through our lending partner, we have moved over one-quarter of a million dollars of loan funds into the region (providing small capital investments is a critical part of any economic-growth strategy). This is in addition to our business-development activity, which has been quite successful (most recently Lysi-US and The Recovery Room, Myrtle Beach).

Again, (and to the main point of this email), I am confident that Dr. Walters would be a great addition to your team.

I hope all is well...

Mike

Michael H. Roberts, Ph.D.  
Vice-President for Research and Emerging Initiatives  
Dean – College of Science  
Coastal Carolina University  
P.O. Box 261954  
Conway, SC 29526-6054

v. (843) 349-2282  
c. (914) 260-3424  
f. (843) 349-2926

[mroberts@coastal.edu](mailto:mroberts@coastal.edu)  
@CCUScienceDean

## Lindsey Haring

---

**From:** Keith Walters <kwalt@coastal.edu>  
**Sent:** Thursday, August 29, 2019 9:09 AM  
**To:** Lindsey Haring  
**Subject:** RE: City of Myrtle Beach Boards, Commissions & Committees

Dear Lindsey,

If I still may be of service to Myrtle Beach, please consider me for the available Technical Advisory Group openings. Given the relatively short span of time since previously applying, Dr. Robert's letter and my resume on file should serve.

Thanks for your consideration.

Stay cool,  
Keith

Keith Walters, Ph.D.  
Professor  
Department of Marine Science  
Coastal Carolina University  
P.O. Box 261954  
Conway, SC 29528  
843.349.2477  
[kwalt@coastal.edu](mailto:kwalt@coastal.edu)  
[www.coastal.edu/marine/faculty/](http://www.coastal.edu/marine/faculty/)  
[www.corri.org](http://www.corri.org)  
[www.oyster-restoration.org](http://www.oyster-restoration.org)

### Confidentiality Notice

This message is intended exclusively for the individual or entity to which it is addressed. This communication may contain information that is proprietary, privileged, confidential or otherwise legally exempt from disclosure. If you are not the named addressee, you are not authorized to read, print, retain, copy or disseminate this message or any part of it. If you have received this message in error, please notify the sender immediately by reply to this email and delete all copies of this message.

**KEITH WALTERS**

Professor  
 Department of Marine Science  
 P.O. Box 261954  
 Coastal Carolina University  
 Conway, SC 29528-6054

Phone: 1-843-349-2477  
 Fax: 1-843-349-2545  
 Email: kwalt@coastal.edu  
 WebSites: www.coastal.edu/marine/keithwalters/  
 www.oyster-restoration.org

**EXPERTISE**

Marine Ecology; Oceanography; Statistics; Experimental Design; Videography; Management;  
 Computer and Software Systems Design; Environmental Restoration; Shellfish; Educator

**EDUCATION**

<b>University of South Florida</b>	Ph.D.	Biology	1987
<b>Florida State University</b>	M.S.	Biology	1977
<b>University of Oregon</b>	B.S. (Honors)	Biology	1974

**PROFESSIONAL EXPERIENCE**

<b>Coastal Carolina University:</b> Chair, Associate/Full Professor	2001-Present
<b>Middle Tennessee State University:</b> Assistant/Associate Professor	1995-2001
<b>University of Georgia:</b> Research Scientist	1990-1995
<b>CSIRO, Australia:</b> Fulbright Researcher	1988-1989
<b>Stetson University:</b> Assistant Professor	1987-1988
<b>University of South Florida:</b> Research/Teaching Assistant, Lecturer	1981-1987
<b>Mote Marine Laboratory:</b> Systems Analyst Consultant	1986
<b>VTN Oregon, Inc.:</b> Statistical Analyst Consultant	1980
<b>Oregon State University:</b> Systems Analyst/Statistical Consultant	1979-81
<b>Blackwell North America:</b> Computer Systems Analyst	1978-79
<b>Florida State University:</b> Teaching Assistant	1976-77
<b>University of Oregon:</b> Teaching Assistant	1972-74

**PUBLICATIONS**

**Peer-Reviewed Journal Articles: 29**  
**Peer-Reviewed Books & Book Chapters: 3**  
**Peer-Reviewed Website Articles & Reports: 6**

**GRANTS (>\$750,000 total)**

**Funding for Coastal Recycling and Restoration Initiative (CORRI):**  
 Bunnelle Foundation, 2014-2015, funded, "Coastal Oyster Recycling and Restoration Initiative – Georgetown County," US\$39,092.  
 Fish America Foundation/NOAA Restoration Center, 2012-2014, funded, "Grand Strand community restoration of tidal swash estuaries," US\$181,753 (with Drs. Coen, Martin).

**RECENT WORKSHOPS, SYMPOSIA & SPECIAL SESSIONS (selected, past 2 yrs.)**

2016-18, Invited Participant, Living Shorelines Working Group, SC Department of Health and Environmental Control, Charleston, SC.  
 2016-17, Invited Participant, Hog Inlet Watershed-based Plan Technical Advisory Committee, Waccamaw Regional Council of Governments, Georgetown, SC.



**RECENT PRESENTATIONS (selected, past 2 yrs.)**

- 2018, Walters, K., "The ability to describe allometric differences in functional morphology among saltmarsh plant species," Marine Benthic Ecology Meetings, Corpus Christi, TX.
- 2017, Funk, T. S., K. Walters, and K. O'Shaughnessy, "Tidal creek effects on oyster reef associated nekton and benthos condition and density," Marine Benthic Ecology Meetings, Myrtle Beach, SC.
- 2016, O'Shaughnessy, K., K. Walters, T. Funk, and C. Martin, "Ecosystem restoration along the Grand Strand, South Carolina, USA: the Coastal Oyster Recycling and Restoration Initiative (CORRI)," EcoSummit 2016, Montpellier, France. Outstanding Early Career Researcher Poster Award

**STUDENTS DIRECTED & COMMITTEES SERVED ON**

Career Total = Undergraduate researchers > 50; M.S. researchers > 25  
Ph.D. researchers = 3; Postdoctoral researchers = 2

**PROFESSIONAL ACTIVITIES (selected)****Benthic Ecology Meeting Society**

President and Local Organizing Committee Chairperson (2016-2017)

46<sup>th</sup> Annual Benthic Ecology Meeting, **Myrtle Beach Convention Center**, Apr. 2017

Held jointly with Southeastern Estuarine Research Society Spring Meeting

The Benthic Ecology Meeting is a premier scientific conference attracting participants from around the world. Approximately 650 scientists from 32 states and 8 foreign countries attended the 4 d conference in Myrtle Beach last year.

**Coastal Oyster Recycling and Restoration Initiative - CORRI (2012-2016)**

Founder and Chief Operating Officer

CORRI was developed to recycle oyster shells directly from local restaurants and use the shell to create new oyster reefs within inlet and swash tidal creeks along the **Grand Strand**. Initially involving 6 local restaurants (e.g., Flying Fish, Noisy Oyster) and a local recycling company (Recycle Grand Strand), the project collected >100 tons of shell, constructed reefs in 6 tidal systems (e.g., Withers, Hog Inlet) totaling >300' of shoreline, and involved >100 community volunteers (e.g., K-12 students). Results from CORRI have and continue to be presented at national and international scientific conferences (e.g., 2014, Walters, K., K. Roff, C. Martin, N. Chambers, and L. Coen, "Challenges associated with establishing an oyster recycling and reef restoration program," International Conference on Shellfish Restoration, Charleston, SC.)

**Oyster Restoration Workgroup**

Co-Organizer (2004), Webmaster (2005-2009), Co-Director (2009-present)

Held the first Oyster Restoration Workgroup at the **Springmaid Conference Center, Myrtle Beach**, in April 2004. Approximately two dozen shellfish researchers met for two days to discuss the fledgling oyster reef restoration efforts along the East Coast and begin to develop best practices for future restoration projects. One result was the Oyster Restoration Workgroup website that has become a valued resource for the shellfish restoration community ([www.oyster-restoration.org](http://www.oyster-restoration.org)).

## Lindsey Haring

---

**From:** Kelly Barr <kbarr@nccumc.org>  
**Sent:** Wednesday, August 28, 2019 10:01 PM  
**To:** Lindsey Haring  
**Subject:** Re: City of Myrtle Beach Boards, Commissions & Committees

I would be happy to help the city in any way I can.

On Wed, Aug 28, 2019, 12:49 PM Lindsey Haring <[LHaring@cityofmyrtlebeach.com](mailto:LHaring@cityofmyrtlebeach.com)> wrote:

Good Afternoon Rev. P. Kelly Barr,

The Technical Advisory Group has three openings due to current term expirations. I am emailing you to see if you are still interested in the Technical Advisory Group for a recommendation for appointment by Council. I have your letter of interest on file unless you would rather send an updated version.

I look forward to hearing from you.

Have a great day,



The employees of the City of Myrtle Beach are a diverse group of individuals who blend their unique talents to create the most effective, elite team of public servants in South Carolina.

Lindsey Haring

Administrative Secretary

**p:** 843-918-1012  
**m:**  
**e:** [LHaring@cityofmyrtlebeach.com](mailto:LHaring@cityofmyrtlebeach.com)

PO Drawer 2468  
Myrtle Beach, SC 29578-2468

[www.cityofmyrtlebeach.com](http://www.cityofmyrtlebeach.com)



\*\*\* WARNING \*\*\* All e-mail correspondence to and from this address may be subject to public disclosure under the South Carolina Freedom of Information Act(FOIA). 2007

## Jennifer Stanford

---

**From:** Kelly Barr <kbarr@nccumc.org>  
**Sent:** Tuesday, July 10, 2018 1:14 PM  
**To:** Jennifer Stanford  
**Subject:** Technology Advisory Group  
**Attachments:** TAG.docx

Ms. Stanford,

Per the instructions concerning the Technology Advisory Group for the city of Myrtle Beach, I am sending the attached letter to you via the postal system. To prevent delay in your receiving the information, I have attached the letter here. I thank you for your time, and look forward to hearing more information about the TAG.

Grace and peace,  
Kelly

P. Kelly Barr  
ADS, Gateway District of the NC Annual Conference  
Pastor, Rowland United Methodist Church  
Office:

910-610-3690  
Fax: 910-239-8122



Rev. P. Kelly Barr  
Mailing: 920 Marion Stage Rd  
Fairmont, NC 28340

Secondary: 307 2<sup>nd</sup> Ave. South, Myrtle Beach, SC 29577

7/09/18

City Clerk,  
P.O. Box 2468,  
Myrtle Beach, SC 29578

Honorable Members of the City Council,

I write to express my interest in the Technology Advisory Group for Myrtle Beach. While my primary address is in North Carolina, we own a home on 2<sup>nd</sup> Ave. South in Myrtle Beach and spend approximately half of each year in the city. My wife and I have plans to move to the city full time at retirement. I am excited that the council has formed this new initiative and envision great possibilities emerging with help from the appropriate voices on the group.

I hope a brief history of my experience will impress upon you the assistance I could provide to this group. Currently I work with the North Carolina Conference of the United Methodist Church. In this position I provide administrative and data assistance for 89 United Methodist churches and 102 members of clergy. I collect and analyze data for the churches and clergy of the district. In addition, I serve on the Information Technology subcommittee for the United Methodist Conference. This committee provides information technology and security oversight for 889 churches and over 1,000 members of the clergy.

Prior to my current employment, I served as the Clinical Information Technology Director for a major health care system in North Carolina. This position involved developing electronic clinical documentation used by physicians, nurses, therapist and other caregivers providing care to inpatient and emergency patients. In addition, I was responsible to insure that the system was fully compliant with the Affordable Care Act in order to maximize revenue for the health system.

I believe my experience would be an asset to the Technology Advisory Group and I look forward to hearing from you concerning this initiative. I am excited about the formation of the group and believe it has the potential to provide amazing moves forward for this great city.

Sincerely,



Rev. P. Kelly Barr  
910.610.3690  
kbarr@nccumc.org

## Lindsey Haring

---

**From:** Charles Keller <cekeller9@gmail.com>  
**Sent:** Wednesday, August 28, 2019 9:55 PM  
**To:** Lindsey Haring  
**Subject:** Re: City of Myrtle Beach Boards, Commissions & Committees

Yes, I am still interested in the position. Nothing new has changed in my resume. Thank you for contacting me.

Charles Keller

On Wed, Aug 28, 2019 at 3:04 PM Lindsey Haring <[LHaring@cityofmyrtlebeach.com](mailto:LHaring@cityofmyrtlebeach.com)> wrote:

Good Morning Mr. Keller,

The Technical Advisory Group has three openings due to current term expirations. I am emailing you to see if you are still interested in the Technical Advisory Group for a recommendation for appointment by Council. I still have your letter of interest and resume on file unless you would rather send an updated version.

I look forward to hearing from you.

Have a great day,



The employees of the City of Myrtle Beach are a diverse group of individuals who blend their unique talents to create the most effective, elite team of public servants in South Carolina.

Lindsey Haring

Administrative Secretary

**p:** 843-918-1012

**m:**

**e:** [LHaring@cityofmyrtlebeach.com](mailto:LHaring@cityofmyrtlebeach.com)

PO Drawer 2468  
Myrtle Beach, SC 29578-2468

[www.cityofmyrtlebeach.com](http://www.cityofmyrtlebeach.com)



\*\*\* WARNING \*\*\* All e-mail correspondence to and from this address may be subject to public disclosure under the South Carolina Freedom of Information Act(FOIA). 2007

Charles Keller  
3978 Lochview DR  
Myrtle Beach, SC 29588-6762

Jenifer Stanford  
Myrtle Beach Acting City Clerk  
P.O. Box 2468  
Myrtle Beach, SC 29578

Re: Chapter 2 Section 2-172 Subsection 17 (TAG)  
Dear Ms. Stanford,

Attached please find my resume/CV representing my career history. However, I am writing as an eclectic technology fan who has many ideas about using technology in my teaching, personal life, and the internet in general.

Examples of technology uses not represented on my resume include but are not limited to:

- Improve Chemistry lab experiences for either/both faculty and students by better utilization of technology in creative ways not always obvious to others.
  - One example: a few years ago, I used my own Homebrewing refractometer to help me accurately grade my student's lab work. When the Lab manager learned what I was doing, she said the Department had one too, but the other faculty rejected it as "not useful". Now the department's unit is used by all faculty every semester to aid their grading as well.
- Complete home security system setup for my own home as well as our H.O.A. pool area.
- Volunteer with the historical marker database ([www.hmdb.org](http://www.hmdb.org))
  - Currently volunteering with Diane Moskow-McKenzie to complete the final few historical markers missing from this database.
  - Investigating idea of including GIS and QR codes for local use as well.
- Building home automation elements for my home as well as advising friends and family on features to low cost controls that work with cell phones.
- Historically, a goggle search of "Charles Keller Omnipage" brings up over 26,000 hits – all related to my initial efforts in the 1990s to bring digital books to the internet.
- Volunteered with now defunct branch of the US Dept. Interior, transitioning TOPO paper maps to digitized detailed info in a local quadrant.

In closing, the greatest strength I can bring to this committee is my eclecticism. I am knowledgeable in virtually every area of technology. I can act as a liaison between other members to be a bridge between the various specialists who are either on the board or present to the group. Additionally, I try to help people see how a paradigm switch can be useful to improve the way things can be done better/faster, when they feel the "old way" is just fine. The fact that Myrtle Beach is starting the TAG idea means to me, some folks within the hierarchy feel the need for a paradigm switch as well.

Sincerely,



Charles E. Keller, Ph.D.



## PROFESSIONAL PROFILE

Creative, growth oriented thinker with ability to transform ideas into reality. I intuitively see how individual parts come together to arrive at a final product. After weighing alternatives and being open and flexible to outside input, focus on and work toward achievement of corporate goals. This is accomplished through effective communication and either taking or delegating responsibility.

I begin every task by analyzing, evaluating, researching, and troubleshooting the situation. In response perceive an idea, conceptualized and finally develop an action plan. If necessary invent solutions, especially utilizing mechanical skills to solve problems. Able to quickly establish procedures and policies to address situations that arise. Finally, coordinating, instructing, training and/or supervising in a hands-on environment will result in cost savings to the employer.

I was regularly selected to work on critical projects that would affect the bottom line. Often given projects because my employers knew I could get results more rapidly than most of my colleagues.

## PROFESSIONAL EXPERIENCE

**Teaching Associate, Carolina Coastal University, Conway, SC (temporary position)** 03/22/10 to present

- Began teaching career mid-Spring Semester General Chemistry classes – eight Sections (138 students).
- Prepare lectures, write/grade exams, hold extended office hours and help sessions to meet the needs of students.
- Contribute to continuous improvement of the teaching program in Chemistry being involved in Chem. Lab committee meetings.

**Technician, SuperPower Inc., Schenectady, NY (Select Staffing Temp Agency employee)** 2008-2009

- Worked as a 2<sup>nd</sup> shift "Temp" operating silver sputter step in the production of superconducting tapes (2G-HTS wire).
- Ran numerous optimization studies to improve throughput continuously monitoring temperature, and vacuum.
- Used several analytical tools to measure product changes such as Dektak stylus, and XRF thickness measuring instruments.
- Worked with other groups as needed to solve chemistry related problems with their processes.

**Senior Analytical Chemist, Evident Technologies Inc., Troy, NY** 2007-2008

- Assist Manufacturing Group with analytical instrumentation and methods to support production activities.
- Method Development for AA, FTIR, UV-Vis, SEC-HPLC, and other instrumentation for Quantum Dot Materials.
- Technical consultant with regard to taking processes from R&D labs to production scale.
- Successfully designed, built, and tech transferred a batch manufacturing process for nanoparticles to a semi-continuous one.

**Senior Process Chemist, Mallinckrodt-Baker Inc., Phillipsburg, NJ** 2004-2007

- Assist with plant support and product development groups in specialty chemical products.
- Working on process improvement of an acid distillation unit for a product in the electronics industry.
- Coordinating the process development for an inorganic salt for the pharmaceutical industry.
- Tech transferring a cGMP process into Pilot Plant, writing SOP, BPR, Validation Protocol, and other needed documentation.
- Working on cost reductions and process optimization for Silane based products, currently have improved throughput 1.6X.
- Successfully achieved a 15-fold improvement in a new process saving over \$50,000 per year in costs, more expected.

**Senior Chemist, Organichem, Rensselaer, NY** 2000-2003

- Successfully coordinated the first technology transfer of a process developed by Albany Molecular Research 2000 gal. scale.
- Completed a ten-step cGMP process for a Phase 3 High Potency pharmaceutical (API) in 50 and 100 L kilo lab equipment.
- Shepherded many other projects from lab development to manufacturing production.
- Lab development: wrote batch records, selected equipment, and supervised the production work.
- Successfully completed a six-step process in production resulting in more than \$1.2 million in sales. The product was on-spec and delivered to the customer on time.

**Senior Chemist, Chemfirst Fine Chemicals (CFC), Dayton, OH** 1993-2000

Research Scientist/Liaison to First Chemical Corp. (FCC) at Mississippi State University (MSU) until September 1999.

- Work focused mainly in the area of organic synthesis of photoinitiators for the UV cure industry as well as other specialty chemicals.
- Made numerous contributions for several process development projects.
- Worked at the Pascagoula site for ten months, performing process development and scale-up full time at CFC after the FCC/MSU program ended in 1999.
- Developed a process for a 2000 gallon cGMP product and two cGMP 50L reactions in the kilolab.
- Successfully completed a large-scale anaerobic/anhedrous polymerization product that was being tested for new flexible LCD.
- Supervised graduate students and one post-doc doing R&D lab work at FCC.

**Doctoral Fellowship, Wichita State University, Wichita, KS** 1986-1993

Acted as NMR Manager until May 1989.

- Early research activities included organic synthesis of  $\alpha$  lactams and ring expansions of  $\alpha$  lactams to other heterocyclic compounds.
- Later research focused on numerous NMR studies (300 MHz.) of pharmaceutical compounds and correlating molecular modeling results to experiment using MOPAC and SYBYL.

**Senior Chemist, Koch Industries Inc., Wichita, KS** 1989-1991

- Developed new processed, supported plant, and was NMR liaison.
- Regularly performed syntheses including alkylation, free radical chlorination, esterification, hydrosilylation, and oxidation.
- Performed some formulation of silane-based concrete water proofing agents for low VOC applications.
- Completed process development of several commercial fragrances.

**Chemist, Catalytica Associates, Mountain View, CA** 1990-1991

- Represented Koch Industries in a joint venture to commercialize an alternative catalyst system for fuel synthesis.
- Significantly contributed to the development of regeneration methods for a supported solid catalyst.

## EDUCATION

**Ph.D., Chemistry**, Wichita State University, Wichita, KS  
Dissertation: Conformational Studies of Selected Antipsychotic Drugs  
**B.S., Biology, minor in Chemistry**, Pittsburg State University, Pittsburg, KS

## SELECTED ACHIEVEMENTS

### Problem Solving / Mechanical Skill

Problem solving and mechanical skills were key to my task of finding a commercially feasible means to regenerate spent catalyst. This required solving complex problems to make the theoretical concept commercially practical. Application of mechanical skills to put together the equipment to do small scale testing of spent catalyst. Several approaches were tested and analyzed from calcining catalyst and monitoring weight loss and /or directing the off-gas to a mass spectrometer.

**Results:** Catalytica piloted the project.

### Management / Training

Manage the kilolab production campaign. This required designing and purchasing the equipment to supervising the assembly for each step. The first several steps were done in 50 and 100 L glass reactors, the last few (high potency) were done in 10 – 20 L glassware inside a glove box. Coordinating many departments' activities in QA/QC, Warehouse, Pilot Plant Operators, and Management was an important aspect as well.

**Results:** Produced a kilogram lot of high potency API, under cGMP for clinical trails.

### Troubleshooting

Trouble shot a first time production campaign (2000 gal) involving enzymatic resolution of an isomer several problems were encountered associated with scale-up of this reaction. Several minor adjustments to this system were implemented as it progressed. Coordination between many departments including QC/QA and plant operation was successfully done.

**Results:** A successful campaign of three runs was completed and product yielding \$1.2 million in sales was shipped to customer on time and on spec.

### Planned / Instruct

Directed five students to produce samples of more than 100 new chemicals. I structured the system such that appropriate chemicals and equipment were made available when needed. Guidance involved not only fact based knowledge, but teaching them "tricks" and techniques as well as providing motivation. Samples were submitted to our employer for testing as a photoinitiator for UV curing of acrylates.

**Results:** Two promising candidates were found, one was to be commercialized.

### Analyzed / Established Procedures

An exciting project I successfully scaled up was an anaerobic / anhydrous polymerization product that was being tested for new flexible LCD display screen. This project was a "tolling" operation where the customer came in and used our facility to produce a large-scale quantity of a new polymer product. Spent two days observing this reaction being performed then the work-up that followed in order to familiarize myself with their procedures. I translated their lab approaches into our plant equipment and purchased additional equipment as needed.

**Results:** The customer's campaigns were done successfully and the product (APPEAR™) was the best they had ever seen made.

### Multitasking

My graduate stipend was based on work as NMR manager at WSU while working toward my PhD. The work consisted of maintaining the instrument, running samples for students and faculty, and training users who wanted to run their own samples. In addition to this I ran samples for some faculty that would lead to publications that I would co-author. After leaving WSU, I was a liaison between instruments located at other sites from where I was employed. Companies for which I did this kind of work include Koch, First Chemical, and Organichem. Samples could be run for the chemists on a timely basis on instruments not available to their direct access.

**Results:** I have experience with numerous instruments/operating systems including Varian, GE, Perkin-Elmer, and Bruker.

## SIGNIFICANT INSTRUMENTATION

NMR • Capillary GC • HPLC • TGA/DSC • FT-IR • UV/VIS • AA • Mettler RC-1

## PUBLICATIONS

Published 29 refereed journal articles, below are three highlighted citations

(1) Carper, W.R., Keller, C.E., and Piersma, B.J., "<sup>27</sup>Al NMR Studies of Ethylaluminum Dichloride Melts," 9<sup>th</sup> International Symposium on Molten Salts, C. Hussey, Y. Ito, G. Mamantov, D. Newman, D. Shores, eds, Electromechanical Society, New York, May 1993.

(2) Keller, C.E. and Carper, W.R., <sup>13</sup>C and <sup>27</sup>Al NMR Relaxation Studies of Ethylaluminum Dichloride," *Journal of Magnetic Resonance Series A*, 110.125-129 (1994).

(3) Keller, C.E., Carper, W.R., "<sup>13</sup>C NMR Relaxation and Dual Spin Probe Studies of Molten Salts Containing Ethylaluminum Dichloride," *Journal of Physical Chemistry*, 98(27), 6865-6869.

## Lindsey Haring

---

**From:** bd@kohr.ch  
**Sent:** Wednesday, August 28, 2019 1:47 PM  
**To:** Lindsey Haring  
**Subject:** Re: City of Myrtle Beach Boards, Commissions & Committees

I don't think there's a reason to update my resume. I am still interested.

On 8/28/19 12:08, Lindsey Haring wrote:

Good Afternoon Mr. Kohr,

The Technical Advisory Group has three openings due to current term expirations. I am emailing you to see if you are still interested in the Technical Advisory Group for a recommendation for appointment by Council. I have your letter of interest and resume on file unless you would rather send an updated version.

I look forward to hearing from you.

Have a great day,

[photograph]

The employees of the City of Myrtle Beach are a diverse group of individuals who blend their unique talents to create the most effective, elite team of public servants in South Carolina.

Lindsey Haring

Administrative Secretary

p: 843-918-1012

m:

e: [LHaring@cityofmyrtlebeach.com](mailto:LHaring@cityofmyrtlebeach.com)

PO Drawer 2468

Myrtle Beach, SC 29578-2468

[www.cityofmyrtlebeach.com](http://www.cityofmyrtlebeach.com/)<<http://www.cityofmyrtlebeach.com/>>

[facebook icon]<<https://www.facebook.com/myrtlebeachcitygovernment/>> [twitter

icon] <<https://twitter.com/MyrtleBeachGov>> [Instagram icon]

<<https://www.instagram.com/myrtlebeachgov/>>

\*\*\* WARNING \*\*\* All e-mail correspondence to and from this address may be subject to public disclosure under the South Carolina Freedom of Information Act (FOIA). 2007



---

## BRADLEY KOHR

July 14, 2018

Technology Advisory Group  
City Clerk  
P.O.Box 2468  
Myrtle Beach, SC29577

To Whom It May Concern:

My family has been engaged in business in beach towns for 99 years, as of this summer. I believe that Myrtle Beach is an exciting inflection point, as it transitions from a resort town, to the largest city in a county with a significant population.

My undergrad was mostly focused on bacteriophage based therapies, with some work in influenza. My law school focus was on corporate finance and structuring. I have worked the last 13 years in food manufacturing.

As far as my "hobby level" interests, they have mainly been in architecture/urban planning, specifically in how improvements in design can help the ecology, and in how crime can be modeled as an infectious disease.

Sincerely yours,



Bradley Kohr

Bradley D. Kohr, II  
+1 (843) 424-9509  
BD@KOHR.CH

2005-Present  
CEO, and Founder, Republic Ice Cream, L.P.

Republic started as a means of moving separating our production from our retail operations. It has now grown into a medium-scale ice cream manufacturer, and has some retail locations of its own.

We innovated some unique manufacturing techniques, brought most of our manufacturing processes in-house, and partnered with various companies in the industry to produce unique products which were not feasible/profitable to make ourselves.

2012-2017  
CEO, Kohr Family Ice Cream, LLC

This was a formalizing of my prior role at Kohr Family Ice Cream.

2002-2012  
Managing Member, Kohr Family Ice Cream, LLC.

This was, essentially, the chief executive role, as my predecessor began to take a less active role.

Kohr Family Ice Cream is an ice cream retailer, which made its own products, prior to transferring manufacturing to Republic. Overall, both it, and Republic, greatly increased their revenues through this process.

In both Kohr Family Ice Cream, LLC, and Republic Ice Cream, L.P., my duties were similar – hiring management, contract negotiations, arranging funding, providing oversight of legal issues, product development, marketing plans, etc.

2010-Present  
Attorney, specializing in advising principles in start-ups. (This is a sideline, obviously. I do not feel I can disclose the nature of the subject matter, but it was, primarily, in the tech fields – though on matters related to corporate structuring and financing, rather than the technical areas. )

From childhood, I have been involved in farming, and ranching, and have continued to advise various members of my family still engaged in the commercial breeding and production of horses and cattle.

Education:



2009

J.D. South Texas College of Law

2003

B.S. Double Major Genetics and Biochemistry, Texas A&M

Social:

Life member, Texas A&M Sports Car Club.

Sponsor, Texas A&M Three-Gun Team

## Jennifer Stanford

---

**From:** Lowell Rhodes <lrhodes@wactel.com>  
**Sent:** Wednesday, August 21, 2019 3:16 PM  
**To:** Jennifer Stanford  
**Subject:** RE: Technology Advisory Group

I would like to volunteer for the Technology Advisory Group at the City of Myrtle Beach. I currently live (5901 Ledro Lane) and work Waccamaw Telecommunications Systems, WTS (3930 Wesley Street) in Myrtle Beach. I have 15 years' experience in IT as a Technology Consultant/Business Development. I've done presentations on cybersecurity for a wide range of groups including the SCMGMA Coastal Chapter (the medical practice managers group here in Myrtle Beach). I am well experienced with helping organizations make the right decisions about technology implementation and support. I am a graduate of the University of North Carolina at Chapel Hill achieving a Bachelor of Arts in Industrial Relations in 1986.

I recently volunteered to head up a volunteer committee for business disaster preparedness through the Myrtle Beach Chamber of Commerce. They are considering how to put this together and roll it out to their members at this time. They have agreed to do a special symposium on disaster recovery in Q1 2020 and they would like me to be a part of that.

Here is my LinkedIn profile <https://www.linkedin.com/in/lowell-rhodes-14653710/>. It will serve to validate my experience and qualifications. Please let me know if you have other questions or need additional information. I look forward to volunteering using my experience for the benefit of the City of Myrtle Beach. Thanks.



**Lowell Rhodes**  
TECHNOLOGY CONSULTANT, MANAGED SERVICES SPECIALIST

**Office:** 843.236.6436 | **Direct:** 843.796.2542  
lrhodes@wactel.com | wactel.com  
**Help Desk:** 843.796.2550



## Jennifer Stanford

---

**From:** Kevin McGrath <kevin@valuesystemspos.com>  
**Sent:** Tuesday, August 27, 2019 2:10 PM  
**To:** Jennifer Stanford  
**Subject:** Interest in serving on the technology advisory group  
**Attachments:** Kevin's resume.docx

Hello, I would like to express my interest in serving on the technology advisory committee.

I have been a business owner in Myrtle Beach for many years and I have seen technology change drastically over the years.

Attached is my resume.

Thank you for your consideration.

--

### Kevin McGrath

President

kevin@valuesystemspos.com

O: 843-450-1087

C: 843-457-2484



6909 North Kings Hwy.

Myrtle Beach, SC 29577

www.valuesystemspos.com



# KEVIN MCGRATH

President of Value Systems

## PROFILE

I am a dad to four boys and married to Melissa McGrath. I am a member of Seacoast Vineyard Church. I live and work in Myrtle Beach. Melissa and I own and operate Value Systems. We provide point of sale hardware, software and service to restaurateurs around the country with a focus along the Grand Strand. I enjoy traveling and learning about other cultures.

## CONTACT

PHONE:  
843-457-2484

WEBSITE:  
[www.valuesystemspos.com](http://www.valuesystemspos.com)

EMAIL:  
[kevin@valuesystemspos.com](mailto:kevin@valuesystemspos.com)

## HOBBIES

Woodworking  
Traveling

## SCHOOL

---

**Coastal Carolina University**  
**1992-1995**

Focus on Biology and Computer Science

### Continued Education

World Pay's Channel Business Advisory-Professional Development  
Inspire Conference 2018 and 2019 workshops  
Retail Now Conference 2016-2019 workshops

## WORK EXPERIENCE

---

**Value Systems Owner / President**  
**1995-Current**

Started Values Systems as a computer reseller and consulting company. Over the years Value Systems has evolved into a full-service point of sale business. Starting out with a handful of customers to now serving over 140 restaurateurs in multiple states within the United States.

## SKILLS

---

Technical: Networking, Database Management, VOIP  
Mutli tasking  
Managing staff  
Project Management and Implentation

---

## Lindsey Haring

---

**From:** Lucas Hazle <lucas.hazle@gmail.com>  
**Sent:** Wednesday, August 28, 2019 12:17 PM  
**To:** Lindsey Haring  
**Subject:** Re: City of Myrtle Beach Boards, Commissions & Committees

Hi Lindsey!

I am very interested in being on TAG! Please let me know if you need anything from me.

Thanks so much for reaching out!

-Lucas

---

**From:** Lindsey Haring <LHaring@cityofmyrtlebeach.com>  
**Date:** Wednesday, August 28, 2019 at 12:15 PM  
**To:** "lucas.hazle@gmail.com" <lucas.hazle@gmail.com>  
**Subject:** City of Myrtle Beach Boards, Commissions & Committees

Good Morning Mr. Hazle,

The Technical Advisory Group has three openings due to current term expirations. I am emailing you to see if you are still interested in the Technical Advisory Group for a recommendation for appointment by Council. I have your letter of interest and resume on file unless you would rather send an updated version.

I look forward to hearing from you.

Have a great day,



The employees  
of the City of  
Myrtle Beach  
are a diverse  
group of  
individuals who  
blend their  
unique talents  
to create the  
most effective,  
elite team of  
public servants

Lindsey Haring

Administrative Secretary

**p:** 843-918-1012  
**m:**  
**e:** LHaring@cityofmyrtlebeach.com

PO Drawer 2468  
Myrtle Beach, SC 29578-2468

[www.cityofmyrtlebeach.com](http://www.cityofmyrtlebeach.com)







---

LUCAS HAZLE

---



LUCAS.HAZLE@GMAIL.COM



502-269-0021

305 PENNYROYAL CT  
MYRTLE BEACH, SC 29579

---

---

TECHNOLOGY ADVISORY GROUP  
CITY CLERK  
PO BOX 2468, MYRTLE BEACH, SC 29578

---

Dear Technology Advisory Group,

I am writing to show interest in joining the Technology Advisory Group (TAG).

My name is Lucas Hazle and I just moved to Myrtle Beach a few months ago from Las Vegas. I was very excited to read about the formation of the TAG. I think that my experience would be a benefit to the group, the mission and the community it potentially serves. Additionally, I am excited to meet likeminded people in my new community.

I believe my experience with working with large and small e-commerce companies would translate well to the TAG mission. I have worked closely with process and technological advancements in multiple platforms. Enclosed is my resume.

Please let me know if you have any questions or if you need anything from me. I look forward to the potential opportunity to work with whomever is on the team.

Sincerely,

Lucas Hazle

---

# Lucas Hazle

Lucas.Hazle@gmail.com

502.269.0021

linkedin.com/in/lucashazle

-----

I'm a forward-thinking metrics driven leader who can manager a high-volume e-commerce studio and e-commerce startup team. I thrive on developing long-term strategic and financial plans and setting goals to deliver scalable product, imaging and video options for the business. I love working with a large team of innovative and fast-paced people while working towards the goal of creating best in class products, imagery and videos for the customer. I'm able to build strong relationships with the retail, technology, finance, marketing and logistical partners. Additionally, I am able to balance between the unique operational and creative elements of a studio.

## ----- EXPERIENCE -----

### BestSelf Co.

#### Product Manager (February 2018 – Present)

- Owning entire new product development pipeline as well as managing inventory health of existing product
- Managing a team of designers as well as an Operations Manager
- Advising the co-founders on operational development and championing the execution of all largescale change management initiatives
- Responsible for entire creative asset pipeline: imagery, video, retouch and design

### Zappos.com

#### Senior Product Manager – Studios (October 2014 – February 2018)

- Developed long-term strategic and financial plans and set goals to deliver scalable imaging and video production options for retail teams
- Ensured teams and resources were in place to deliver against defined operational metrics and goals
- Owned Zappos imaging business relationship with 5 Amazon studios that service Zappos
- Planned and managed a \$6.4M operational P&L
- Assessing long-term capacity needs and developing plans to pro-actively address gaps
- Collaborated with retail, technology and other support teams to identify and implement imaging innovations within Zappos and Amazon studios
- Mentored and coached a leadership team of 7 managers
- Used A/B testing to identify customer behavior and implement any appropriate changes
- Identified opportunities to improve tools, systems and processes and partnered with development teams to drive innovation
- Delivered on all large-scale projects that involved site design

#### Studio Manager (March 2013 – September 2014)

- Oversaw operations of 60 person on-figure and video production studio
- Grew a strong Zappos culture of wowing customers within the self-organized Holacracy structure
- Integrated Amazon imaging operations within Zappos studio ecosystem
- Provided leadership, mentoring, training, development and performance management to operational

and creative teams

- Created and evolved all studio KPIs and SLAs to best articulate the studio's health and impact

#### Content Operations Manager (June 2012 – February 2013)

- Managed operations for 3 Zappos studios, totaling 120 team members
- Planned the relocation of on-figure and video operations to a new studio in Las Vegas
- Coordinated the transition and integration of Amazon imaging leadership into 3 Zappos studios
- Solved for multiple logistical issues presented by WMS from operating a stand-alone studio space

#### Video Production Manager (April 2011 – May 2012)

- Lead a team of 22 to produce product description videos that help increase sales, lessen attrition, decrease returns and promote the Zappos culture
- Increased throughput by created scripts that decrease the number of manual touches and decision points within the WMS and video production process
- Developed Zappos' YouTube that resulted in additional adSense revenue and increased conversion rate

### ----- EDUCATION -----

University of Louisville (2001 - 2005)

Fine Art

### ----- PROJECTS AND ACHIEVEMENTS -----

- Automated and overhauled all KPI metrics and reporting at BestSelf to correctly showcase company health
- Completely revamped creative asset pipeline for BestSelf
- Involved with various marketing campaigns; Doorstep, I'm Not a Box, Porta Party, Bay to Breakers, Pawladays, Zappos at Work, Zappos True Customer Stories adverts
- Wrote, filmed & edited nationally aired commercial for Zappos
- Involved in implementing organizational development change: Holacracy and self-organization
- Contributed heavily in leadership development programs for all of Zappos
- Designed and launched 30K square foot studio
- Relocated studio assets and personnel from KY to NV with no dark days
- Created photo time-to-market dashboard to monitor complete imaging pipeline
- Implemented "Single PO" process that reduced time to market by an average of 4 days
- Sponsored, led and participated in 5 Kaizens that reduced cost and increased timeliness
- Implemented 5S standards in studio that resulted in fewer injuries and increased productivity
- Increased studio inbound throughput by 100%
- Reduced Amazon studio's inbound time-to-market by 3 days
- Hired over 60 studio team members for Zappos
- Increased yearly bay average to 81 a bay/day
- 100K spoken videos produced in a single year
- Designed the process that helped create over 350,000 product videos in 7 years
- Increased video throughput by 62% YoY
- Developed mobile studio process to image top 100 footwear brands prior to PO delivery
- A comprehensive understanding of Amazon and Zappos studio logistical and imaging processes