

TECHNOLOGY ADVISORY GROUP COMMITTEE**3 YEAR TERM**

MEMBERS	ADRESS	PHONE	EMAIL ADDRESS	APP'T DATE	TERM Exp.	TERM #
Frank McClatchy				8/28/18	8/28/22	2
Lauren Riddei				8/28/18	8/28/22	1
Gina Trimarco				8/28/18	8/28/22	2
				8/28/18	8/28/20	1
-VACANT SEAT-						
Sarah Bonnoitt				9/8/2020	8/28/23	1
Meagan Michal				8/28/18	8/28/23	2
Peter Gasca				8/28/18	8/28/21	1
Jason T. Greene				8/28/18	8/28/21	1
Joseph Bonanno				8/28/18	8/28/21	1
John Dove				8/28/18		
Jean French				8/28/18		
NOTE: City Residents are highlighted in blue.						

There is a vacant seat. On file are the resumes of Dan Wiener (City Resident), Mark Mancini (Non-Resident), and Robyn Pigott (Non-Resident).

SENIOR LEADER OF ENGINEERING & MAINTENANCE

Top-performing professional who can utilize acumen in delivering cost effective services, project management, and maintenance that conform to codes and regulations while minimizing liabilities and disruptions in a fast-paced environment. Acknowledged as a leader who can develop strategic goals and long-term objectives while assisting in long-range capital planning and infrastructure development. Adept problem solver known for using creative analysis and process improvements to yield cost effective solutions that positively impact operations and facilities challenges. Recognized for a strong work ethic, integrity, and a high degree of personal initiative.

Areas of Expertise:

Engineering – Production Analysis – Project & Program Management – System Maintenance – Creative Problem Solving & Analysis
Data Center Critical Infrastructure – Budget Administration – Equipment Safe Practice Programs – OSHA 70E Arc-Flash
Regulatory Compliance – Customer Service – Key Stakeholder Relationships – Cost-Saving Initiatives

Professional Overview

Vice President – Supply Chain Engineering, Facilities & Maintenance › RALPH LAUREN 2007 to 2017
Carefully coordinated 6 direct reports, 52 management and technician professionals, and 30 3rd party vendor managers and associates. Employed focus, attention to detail, and reliability to oversee capital construction, facilities, DC maintenance functions, and material handling systems. Supported the development, analysis, and execution of capital projects ranging from \$20M to \$35M per annum. Maintained the \$15M expenses regarding maintenance on an annual basis. Actively supported multiple business units across 6 NC locations that totaled 3,000,000 sq. ft. Utilized skills in equipment safe practice programs to adhere with OSHA 70E Arc-Flash. Maintained cognizance of compliance requirements for the NC state air quality and water resources agency and EPA.

Career Highlights:

- Oversaw 25+ major initiatives in an active environment across multiple business units.
- Established a reputation for on-time and on-budget completion of 35 capital projects, producing approximately \$25M per year.
- Governed the NC sustainability initiatives that generated \$550K+ in additional annual recycle revenue.
- Strategically managed utility expense budgets across all facilities to close out 2016 below plan by \$200K.
- Established building management systems to monitor and control less than 120 HVAC units (including chillers) across the NC campuses to save nearly \$200K (10%).
- Implemented a new Emergency Power Monitoring System (EPMS) to enable auto-notify functions for email and text urgent issues such as data center facility power or cooling alarms.
- Rearranged the department to support additional facilities that totaled 900,000 sq. ft.
- Improved overall technician productivity by 10% and technician annual overtime by 1,500 hours per year.
- Reduced total maintenance expense by 37% for 5+ years while improving equipment up-time.

Program Manager › FEDEX TRADE NETWORKS 2006 to 2007
Utilized freight forwarding/brokerage professional services, which included program management of large scale systems implementation, modeling, development, and implementation of operating scenarios, plans, and new processes and procedures.

Career Highlights:

- Successfully increased revenue, enhanced customer service, and reduced costs.

Senior Consultant › UNIFIED INVESTIGATIONS & SCIENCE, INC. 2002 to 2006
Supported forensic engineering, product liability analysis, and investigative services. Delivered expert witness testimony and root cause failure analysis for insurance companies and attorneys.

Career Highlights:

- Accumulated a record for investigating 400+ cases that involved fire, equipment failure, product liability, and injury and lightning.

Career Notes

Vice President, Supply Chain Engineering, Facilities & Maintenance › WILLIAMS-SONOMA, INC. 1996 to 2001
Manager, Hub Systems & Sort Engineering (1991 to 1996) › FEDERAL EXPRESS CORPORATION 1981 to 1996
Project Engineer, Properties & Facilities (1981 to 1991)

Education & Professional Credentials

Master of Science in Operations Management: University of Arkansas
Bachelor of Science in Electrical Engineering: Christian Brothers University
Professional Engineer: Registered in the States of Tennessee & Mississippi

DAN WIENER, MSOM

Highly motivated and dedicated professional seeking to contribute and give back to my community through joining a volunteer board or commission supporting the citizens of Myrtle Beach and/or Horry County. While my expertise has been focused in technical areas, I do have many years of management and business experience having been responsible for large corporate organizations.

Areas of Expertise:

Engineering – Production Analysis – Project & Program Management – System Maintenance – Creative Problem Solving & Analysis
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Professional Overview

Consultant – Supply Chain Engineering, Facilities & Maintenance

Vice President – Supply Chain Engineering, Facilities & Maintenance › RALPH LAUREN

Program Manager › FEDEX TRADE NETWORKS

Senior Forensic Consultant › UNIFIED INVESTIGATIONS & SCIENCE, INC.

Vice President, Supply Chain Engineering, Facilities & Maintenance › WILLIAMS-SONOMA, INC.

Manager, Engineering › FEDERAL EXPRESS CORPORATION

Volunteer Activities

Memphis-Shelby County Juvenile Court Auxiliary Probation Services

Memphis Junior Achievement Advisor

Seville POA Board of Directors – Vice President

Education & Professional Credentials

Master of Science in Operations Management: University of Arkansas

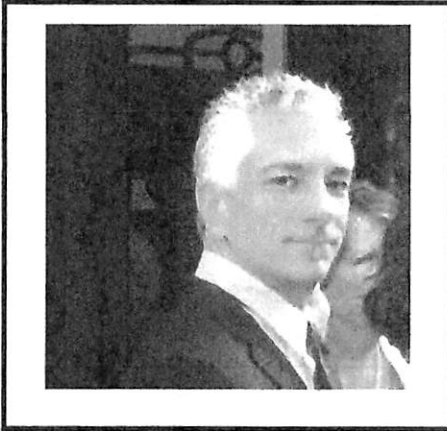
Bachelor of Science in Electrical Engineering: Christian Brothers University

Professional Engineer: Registered in the States of Tennessee & Mississippi

Mark Mancini

Senior Operations/Business Strategy Executive

Mark 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.

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 multi-million-dollar 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

ROBYN PIGOTT

MARKETING STRATEGIES BALANCED BY ANALYTICS AND CREATIVITY

CONTENT MANAGER

7+ years of experience managing projects and teams

I help businesses attract and capture their ideal clients and customers by improving their website's organic search rankings and conversion rate. By creating and optimizing content that serves their target market, I make it easier for brands to connect with their market and communicate their message.

I've found a balance in SEO as a creative and an analyst that has kept me driven and eager to continue improving. My experience as a writer coupled with an analytical approach to problem solving has allowed me to find creative ways to reach marketing goals that can be measured and properly analyzed with reliable data.

TECHNICAL SKILLS

SEO	<div><div></div></div>
Google Analytics	<div><div></div></div>
Google Search Console	<div><div></div></div>
Screaming Frog	<div><div></div></div>
HTML/CSS	<div><div></div></div>
Wordpress	<div><div></div></div>
Adobe Photoshop	<div><div></div></div>
Adobe InDesign	<div><div></div></div>

AREAS OF EXPERTISE

SEO	Content Marketing
Project Management	Brand Development
Marketing Strategy	Copywriting
Analytics and Insights	Editing and Proofreading
Conversion Optimization	Advertising
Research	Email Marketing

EXPERIENCE

PROJECT MANAGER & COPYWRITER

Contract Small Business Clients | 2012-Current

- Manage long term SEO and content marketing projects
- Perform SEO audits and implement SEO strategies
- Coordinate copywriters, designers, and developers
- Write, edit, and optimize copy for websites and marketing campaigns
- Create editorial calendars and develop content plans
- Measure and analyze web traffic to develop marketing strategies

CONTENT MANAGER & SEO ANALYST

Turner Web Services | 2016-2018

- Developed long term SEO strategies based on site audits
- Performed and analyzed in-depth SEO audits
- Discussed recommendations and plans with clients and plans
- Managed overall projects for clients with an emphasis on content
- Implemented strategies and collaborated with analysts and copywriters
- Wrote, edited, and optimized content for sites
- Improved page design for optimum conversion rate
- Monitored and reported organic traffic performance to clients

MARKETING MANAGER

CRG Companies | 2013-2016

- Planned, initiated, managed, and tracked web and digital projects
- Coordinated freelance copywriters, designers, SEO specialists
- Developed, executed, and monitored marketing strategies
- Wrote copy for digital and print marketing collateral
- Created and edited web content to follow current SEO standards
- Trained marketing team on best copywriting and SEO practices

CONTENT MARKETING MANAGER

Inkhaus | 2012-2014

- Developed monthly content strategies for clients
- Wrote copy for digital and print marketing collateral
- Assisted clients in executing marketing strategies
- Maintained communication with client and web designer/developer
- Created annual content plans for clients' in-house marketing teams
- Trained client and marketing teams on best content practices

EDUCATION

Bachelor's Degree, Multidisciplinary Studies

West Virginia University | Graduated 2010

Minors in Advertising, Entrepreneurship, and English

PHONE

EMAIL

LINKEDIN

CURRENT LOCATION
Myrtle Beach, SC