

# PROFESSIONAL RESUME OF MARTY ZIGMAN

## SUMMARY

The President and Founder of Prolecto Resources, Inc.; a consultancy providing professional services in Information Technology strategy, custom hosted business applications, and self service hosted software tools. Over 15 years of experience performing business development and consulting to cross-industry clients in the definition, selection, customization, and implementation of business system solutions through the coordinated use of highly skilled professionals.

## PROFESSIONAL EXPERIENCE

6/2004 to Present <b>President and Founder</b>	Prolecto Resources, Inc. (consultancy) <ul style="list-style-type: none"><li>• Responsible for overall conceptualization, design, and delivery of service and product offerings.</li><li>• Overall responsibility for developing criteria for and producing client satisfaction.</li><li>• Recruitment and professional development of highly skilled staff and management.</li><li>• Management of operations, marketing and sales.</li></ul>
(2/2003 to 6/2004) <b>Chief Technology Officer</b>	<a href="#">American Vantage Media, Inc.</a> (symbol:AVCS, online marketing) <ul style="list-style-type: none"><li>• Integrated business lines and consolidated technology practice after two business merger and acquisitions.</li><li>• Led the creation of product lines and pricing frameworks for AVM's application service provider business.</li><li>• Led the design to enhance AVM's proprietary Java-based data capture system for scalability, performance, and low cost.</li><li>• Reorganized the Technology and Internal IT departments to more effectively serve AVM's internal and external clients through the standardization of practices and procedures.</li><li>• Facilitated the creation of client proposals through the design of product distinctions, service offerings, and fulfillment narratives.</li><li>• Managed all aspects of Information Management concerns including client-facing applications, internal business applications, and general communication infrastructure.</li></ul>
(11/2000 to 2/2003) <b>Vice President, SAP Data Archiving</b>	<a href="#">Ballantyne, Inc.</a> (eCommerce technology practice) <ul style="list-style-type: none"><li>• Developed the SAP Data Archiving Practice assisting Fortune 500 clients utilizing SAP ERP to migrate data from primary systems to near-online and offline archive environments.</li><li>• Designed specific offers to clients including proposal development, pricing, fulfillment narratives and contract negotiations.</li><li>• Worked closely with professional staff to create standards, practices, and templates to enhance the overall quality of</li></ul>

**Vice President,  
E-Commerce**

(02/1998 to 11/2000)

**President &  
Founder**

- project deliverables.
- Provided program and project management for various clients to ensure business objectives were met (schedule, budget, and delivery),
- Performed special corporate projects including the creation and implementation of a company-wide Lead Generation Department designed to convert purchased contact information into qualified sales leads.
- Successfully merged InterScore with Ballantyne, Inc. to expand service-line practice and growth.
- Responsible for the Practice's accelerated growth in areas of client service and practice competencies. Developed new management and reporting structures to support growth objectives.
- Expanded operation into new service lines including Content Management, Java Architecture, Security and Authentication systems, Internationalization, Single-Sign On and HIPAA compliance.

[InterScore, Inc.](#) Makers of [PollCat ®](#) (consultancy)

- Founder of InterScore, Inc. a premier consulting organization providing e-commerce software design and development services. InterScore marketed [PollCat](#) Survey technology and produced more than 15,000 users on the system. PollCat was actively used by clients such as [Taco Bell](#) and Ace Hardware and a number of government agencies.
- Most notable achievement was the design, development, and deployment of an [Internet Order Center](#) for Time Warner but marketed for Bank of America as the Internet Order Center. The capability allowed the Time Warner division to spin out as B3 Corp, a separate legal entity in 2001. The system is currently promoted at <http://bankofamerica.com/estores>.
- Designed and developed '[AlumNet](#)', Deloitte & Touche's national alumni management system. The system provided community and job board functions to serve former firm professionals and facilitate business development for the firm's partners while being tightly integrated into Pivotal CRM.
- Developed new business and managed client relationships.
- Recruited, developed and managed professional talent.
- Managed operations and financial activities.
- Responsible for system architecture and software development utilizing the following technologies:
  - Microsoft Commerce Server 3.0 / ADO 2.x / RDS 2.x
  - Microsoft Transaction Server / COM+ Integration
  - Web Server Farm Integration / Scaling Optimizations
  - Visual Basic 6.0 / 5.0 for ActiveX component development

- Active Server Pages on Internet Information Server 4.x +
- SQL Server 7 Development / Administration including DTS
- Erwin ERX Data modeling
- IE 4.x+ Dynamic HTML Browser Applications
- E-commerce plug-ins (VPOS / Vertex / Taxware, Others)

(08/1996 to 01/1998)

[Financial Network Investment Corporation](#) (a Division of [Aetna Retirement Services](#), financial services)

**Director  
Applications  
Development**

- Managed 5 software developers and 2 business analyst in the development and deployment of the Company's in-house applications. Major Projects completed include a store and forward sales force automation system. Primary functions included:
  - Assisted the Company in defining strategic technology direction / vision. This included defining the technical architecture and systems environment to meet current and new business needs.
  - Performed business process analysis to restructure current procedures that mapped into new data models and applications.
  - Adhoc customized commission reporting application utilizing Visual Basic 4.0 and Crystal 5.0.
  - Customized Client Account Viewer that allows sales representatives to view client holding at the general securities clearing house (Pershing).
  - Migration of communications from proprietary asynchronous methods to PPP protocols over CompuServe networks.
  - Stabilization and enhancements of the Desktop and Server environments.
  - Managed the back and front-end development and deployment of a Business Data Warehouse.
  - Developed project plans / timelines / budgets as well as defined application functional requirements and technical specifications.
  - Provided quality control functions during the software development cycle. Assisted developers in understanding business requirements.
  - Expert in the use of [Xcellenet](#) Remoteware software.

(09/1992 to 08/1996)

**Systems Engineer**

[Deloitte & Touche, LLP](#) (global professional services)

- Provided assistance to executives of an accounting system development company to define the functional requirements of companies which have revenues over \$50 million. Effort led to multi-currency, consolidations, and inter-company features utilizing Client / Server technologies.
- Reviewed the design of LAN / WAN / HOST systems for manufacturing, entertainment, public agency, and pharmaceutical companies. Results of the studies included assessment and recommendations for design philosophy, resource utilization, data integrity, and system proliferation given growth objectives.
- Performed a needs analysis and system selection for the following business applications:
  - Point-of-Sale, backoffice, corporate, and communication applications for full and quick service restaurant chain concepts.
  - Client / Server general ledger and accounts payable systems for a long distance phone company.
  - Financial applications for a distribution company and software developer.
- Redesigned the general ledger account code structure to enhance company, divisional, and unit reporting on SeQueL to Platinum and Real World accounting software. Wrote custom financial reports utilizing FRX for Windows and F9 for Excel. Configured the accounting systems to perform consolidations and maintain a like chart of accounts and accounts payable vendor masters.
- Installed, configured and optimized the following network and workstation operating and database systems including supporting utilities for in-house and client use:
  - NT Advanced Server 3.1 / Novell Netware 3.1x / Solaris Unix 2.2 / OS/2
  - Sybase 4.9.2 / Microsoft SQL Server 4.21
  - DOS / Windows 3.1 / Windows for Workgroups 3.11
  - LAN Workplace for DOS 4.2
  - Remote Access Server and related technologies
- Provided technical support to clients including application assistance, troubleshooting, and recovery from system failures.

***Application Developer***

[Deloitte & Touche, LLP](#) (continued)

- Developed a custom Client / Server reporting application utilizing Powerbuilder.
- Custom modified SeQueL to Platinum accounting system entry / update forms and reporting scripts.
- Developed an accident tracking system to monitor statistics for OSHA reporting requirements.
- Modified a Foxpro accounting package to enhance functionality and reporting to fit clients' unique needs.
- Developed a problem / issue tracking and reporting application using Microsoft Access.
- Redesigned and developed a Clipper 5.2 system to collect and report annual survey and statistical data in a multi-user environment.

***Project Manager***

- Led Client / Server and LAN system implementation efforts for several clients including multiple vendor coordination, resource scheduling and allocation.
- Planned and managed a point-of-sale system implementation for a quick service restaurant chain concept.

***Business Analyst***

- Performed monthly business man's review of financial statements with senior management for both a private distribution company and a medical software development venture.
- Studied the operations and paper-flows of the county jail commissary. Analysis and recommendations resulted in redesigned operating procedures and the requirements for a new order entry / fulfillment / delivery application.
- Reviewed the transaction flows and organizational structure of the distribution and manufacturing divisions of a large Japanese conglomerate. Analysis resulted in a presentation of findings / implications / recommendations to senior management.
- Redesigned the administrative operations of a middle market bakery distribution company. Implemented new procedures through documentation and training.

***Financial Auditor***

- Performed audits and reviews of middle market retail, distribution, entertainment, and manufacturing clients. Responsibilities included engagement staff supervision, financial statement report drafts, internal control identification and compliance, and substantive and analytical review testing.

(01/1990 to 09/1992) Zigman Consulting, Principal (consultancy)

### **Selected Projects**

- Sold and assembled microcomputer hardware and local area networks.
- Designed and developed a custom purchase order / inventory control / cost tracking application for a restaurant using Foxpro.
- Installed network services for 100+ microcomputers utilizing TCP/IP protocols to connect to an HP3000 host. Configured routers, multiplexers and CSU/DSU modems to connect various city government agencies to city hall.
- Defined hardware and operating system requirements for two electronic manufacturing firms, and a mid-size attorney firm. Resulted in the selection and implementation of micro-based UNIX systems. Developed scripts to automate administration and communications procedures.
- Trained users in DOS productivity applications including WordPerfect and Lotus 123. Developed custom macros to enhance functionality.
- Assisted Carl Jacob's & Associates, a compensation consulting firm to provide technical solutions including survey development, aggregation and reporting.

### **SPEAKING ENGAGEMENTS / CERTIFICATIONS AND EDUCATION**

- Expert Technical Witness, March 2004, Supporting Corporate Interest.
- Leadership and Executive MBA Program, [Aji Network](#), San Francisco, July 2003
- Moderator for Seybold San Francisco 2000 & 2001 Conferences: N-Tier Web Site Architecture and E-Commerce Development - Best Practices ([transcripts here](#))
- [Certified Public Accountant](#)
- Summa Cum Laude; B.S., Business Administration in Accounting; [California State University of Northridge](#).

### **REFERENCES**

- [Azam Sher](#), Senior Partner; [Lyle Carlson](#), Senior Manager; [David Melnick](#), Senior Manager; [Sarkis Merjanian](#), Technology Manager; [Deloitte & Touche, LLP](#)
- [Keith Ferrazzi](#), CEO; [James Clarke](#), COO/CFO, [YaYa Media, Inc.](#)
- [Dan Seyer](#), Principal, [Ascenna Company](#)
- [Eric Korb](#), CEO, [Lawyer Links, LLC](#).
- [Michael Khoury](#), Principal, Investment Banking
- [Michael Graham](#), IT Director, [Pacific Life](#)
- [John Edmonds](#), Principal, [Coastal Financial Group](#)
- [Craig Winterman](#), Senior Partner, Herzfeld & Rubin, LLC
- [Hassan Mubara](#), Senior Manager, [CBIZ Southern California](#)
- [Kathy Wilson](#), Senior Manager, [ChevronTexaco](#)