

Marty Zigman

Marty is a serial entrepreneur that supports businesses to strategically leverage innovative information technology. He helps his clients implement fully-integrated, cloud based solutions.

Marty Zigman produces solutions for small and medium sized businesses seeking to gain competitive advantages through the use of information technology. He has a unique talent for holding deep technical understanding while being able to advise on, and link to, business strategy.

Since 2004, Marty has been the founder of [Prolecto Resources](#), a consultancy serving small to medium sized businesses. Prolecto specializes in holding trusted advisor capacities for clients. Marty holds strategic roles within his client organizations and is consulted to advise on how information technology can extend the business strategy. In many ways he acts as their Chief Technology Officer (CTO) or Chief Information Officer (CIO).

His philosophy encompasses two main themes. The first is called “Cloud Computing” which means using, and extending, business applications over the internet to dramatically lower costs. The traditional models of buying, installing, and maintaining (equipment, operating systems, and infrastructure) is often capital intensive and prohibitively expensive for mid size companies.

The second theme is to leverage fully-integrated business applications. Many organizations naturally develop a myriad of systems to “solve the immediate problems” common during business growth. Unfortunately, this has a chronic side-effect of constraining execution capacity through low-value work to keep information synced between systems. These non-integrated systems also introduce latency and limits capability to produce meaningful assessments of business performance. Marty brings a well-planned and designed method that help companies transition to integrated systems that significantly enhance capacity and bring productivity through effective and efficient coordination practices including real-time information availability.



Prior to founding Prolecto Marty has held a number of key roles that have shaped his development as a professional:

- Marty was the CTO of a publicly-traded interactive media firm offering Fortune 500 companies AdverGame and CRM solutions. There, his team built next-generation marketing applications that leveraged entertainment based content to solve important marketing and educational objectives.
- He successfully built and sold InterScore, an eCommerce consulting and web-survey company. During this period, Marty and his professional team architected Bank of America’s eStore solution offering merchants online stores, shopping carts, payment gateways, and integrated order management / bank deposit systems. The bank’s system processed over \$1.6 billion in annual eCommerce order revenue.

- Before founding InterScore, Marty led the delivery of a sales force automation (SFA) solution to a 3,000 member financial broker / dealer company.
- Prior to this, at Deloitte & Touche LLP, Marty gained excellent cross-industry experience where he earned his CPA while specializing in the selection and implementation of customized ERP systems.
- Prior to Deloitte & Touche, Marty had a number of small business clients where he built office automation solutions and custom database applications while he earned his bachelor's degree in Accounting with Summa Cum Laude distinction.