



CHARMED PARTICLES

Marc Danziger

23609 Ladeene Ave. • Torrance, CA 90505
(310) 710-6974 • marcd@charmedparticles.com
www.charmedparticles.com
<http://www.linkedin.com/in/marcdanziger>

SUMMARY

As a technology visionary with a practical bent, a strong business sense, and superior presentation skills, I have been leading social media strategy engagements for over four years. I have led online strategy engagements and then architected and led the development of web-based applications to manifest them for a decade.

Recently, I have sold and lead major engagements to create technology strategies for major corporations like Florida Hospital, Manpower, Fast Company and Inc Biznet, Veterinary Pet Insurance, Warner Music, Toyota, Central DuPaige Hospitals, and United Health. These engagements blended cutting-edge social media and traditional Internet tools (as well as old-fashioned business processes) for healthcare, media, automotive, retail, and pharma.

Previously, I developed a strong practice in failed project evaluation and recovery for clients like Amgen, Toyota, and ePolicy Solutions.

These engagements required strong leadership and communication skills and significant experience in technology delivery, creative strategic thinking, and awareness of the current and future online environment.

In addition they required fundamentals: Strong software architecture skills and the ability to understand and clearly articulate both technical and business issues and processes, as well as manage vendors and assemble and lead technical and business teams in environments from startups to Fortune 100's.

TECHNICAL SKILLS AND EXPERIENCE

- **Methodologies:** RAD, JAD, RUP, SCRUM
- **Certified SCRUM Master**
- **Environments:** Managed projects in J2EE, .NET, LAMP environments

EXPERIENCE

Speaker, Social media strategy for small business (2009-2010)

Presented targeted social media strategies to over 200 SMB owners/managers. Developed curriculum, was most recently rated 4.7+ out of 5.0.

Interim CTO, Long Beach Network For Health, Long Beach CA (2009)

Led project turnaround and completed testing and delivery of an early-stage Health Information Exchange. Implemented Medplus Centergy and Initiate software to connect multiple hospital and other clinical EMR systems. Managed closure of \$1MM plus contract, multiple vendors, multiple C-level stakeholders, public agency funders and regulators.

National Competency Leader Social Media and Community, Revere Group, Los Angeles CA (2007 – 2008)

Led Revere into major strategic accounts, including Manpower, Mansueto Digital (Inc. and Fast Company magazines), Central DuPaige Hospital, and Warner Music/ the Frank Sinatra Estate. For these clients, developed technology strategies that leveraged social media, implementation plans, and technical architecture for implementation. My overall responsibility was to evangelize and lead projects to offer social media- and Web 2.0-based solutions to Revere's Fortune 1000 customer base.

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Speaker, Blogworld Expo; Midwest HIMSS; Orlando CIO Council

From clients: *"Marc is a visionary and lives and breathes Web 2.0. You'll become energized about all of the possibilities after spending just 5 minutes talking tech with Marc."* – David Oakley, E-marketing Manager, Florida Hospital

From colleagues: *"Marc's knowledge and passion for what he does is infectious and he inspires the people around him to work harder and motivates the team to truly believe in what they are working on. He comes to the team with an objective opinion and always looks for ways to improve his work and will always provide constructive feedback to his teammates. Marc works with you as a friend which makes him a pleasure to work with. He is a great mentor - he won't only teach you what he knows about Web 2.0, he'll teach you how to live in Web 2.0 and take full advantage of it. Working with Marc has made me a better employee."* – Urvi Purohit, Associate, The Revere Group

Founding Advisor, Interim CMO, Exposure Manager (2004 – Present)

Co-founded this prosumer photo sharing and fulfillment service, started in bootstrap mode in 2004 with \$4.6 million in revenue in 2008, and increasing revenues YTD 2009. I devised the initial strategy that led to the company's creation, and designed the initial databases and dataflow for the e-commerce engine. In 2008, I took on the role of interim CMO, where I identified key in-progress partnerships with Livebooks and Active Networks, developed community strategy for 4,500 customers, developed 2009 marketing plan, identified funding opportunities and led initial discussions with investors.

From partners: *"Marc is a consummate professional. Knowledgeable about his and related industries and capable of bringing to bear his wealth of experience and expertise. He is a model partner and I look forward to working with him for many years to come. Strongly recommended, Marc is a valuable asset and I warmly endorse him to others."* – Brent Cohen, President, Circlebuilder

Interactive and Community Principal, Revere Group, Los Angeles CA (2006-2007).

Lead a regional consulting practice in advising clients and designing and developing systems and strategies for customer-facing social media technology. In this role I opened major accounts for Revere, and was key in gaining assignments such as a Web 2.0 strategy for Florida Hospital, a web strategy and roadmap for VPI, a \$270 million pet health insurance company, a Web 2.0 strategy for United Behavioral Health, and led development of Event sites and event site strategy for Toyota Motor Sales.

From colleagues: *"Marc is one of the brightest and most talented people I've had the pleasure of working with and has an amazing ability to work with various types of people. His conception, creativity and understanding of the Web 2.0 world is outstanding. I was consistently impressed with his ability to capture the attention of his audience with elegant explanations of creative solutions to complex problems. Marc allows the client to understand the possibilities and fosters the creative direction while adding his own creative input in a diplomatic and useful way. Marc has great depth of understanding of innovation and what it takes for organizations to effectively use it."* – Carl Fleming, Manager, The Revere Group

Studio Global Technology Manager/Sr. Account Manager, Electronic Arts, Playa Vista CA (2005).

I lead a team of Field Engineers in designing, evaluating, harvesting, and supporting global technology for the Los Angeles studio of Electronic Arts, the world's largest computer game company. I evaluated studio technology strategy & advised the studio GM and CTO as well as worldwide global technology leadership on improvements; developed and implemented technology candidates for interstudio sharing, and led an effort to remediate a core platform tool.

From colleagues: *"Marc is the ultimate problem solver. He has an uncanny ability to quickly analyze technical as well as business issues and devise effective and expedient solutions - always keeping the bigger picture in mind. This, combined with his wealth of experience in managing and driving web and software projects make him an invaluable resource to have on your team."* – Andre Bremer, Technical Producer, Electronic Arts.

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Management and Technical Consultant: Charmed Particles, Torrance, CA (1998-2006).

Analyze business processes, document requirements, manage development and support mission-critical applications for a variety of clients, including **Nielsen, Nissan Motors USA, Peregrine Software, The City of Pasadena, Boeing Commercial Credit, Motorsport, USA, High Voltage Interactive, Iverdean, Pacificare, What's Hot Now.com, LASC, CarsDirect.com, and EIDC/LA.**

From partners: "Marc's deep understanding and broad view of the social media landscape continually impresses me. Our conversations around the challenges and opportunities involved in building businesses around social media have always been educational and insightful. Marc is a rare individual who not only understands the strategies underlying this emerging space, but who also has the executional chops to make things happen and build businesses of real value. One lunch with Marc is worth more than three months of consultants building spreadsheets, and is a lot more fun, too." – Marc Siry, SVP, NBC-Universal

Less typical accomplishments include:

- For **Pajamas Media** (2004-5): as cofounder, devise a business and technical model for a startup to advertise in blogs and promote blogs as journalism. Proposal yielded \$7.5mm in funding.
- For **ePolicy Solutions** (2004): review organizational barriers to success for an enterprise software company with 65 employees and \$16MM in sales in 2003, and document current business processes and propose changes in business processes to reach organizational objectives.
- For **Spirit of America** (2004): startup COO for a charity which raised over \$2 Million in three months using social media tools.
- For the **St. Joseph Center** (2003-4): led the effort (pro bono) to secure environmental, zoning, and coastal approvals for a 25,000 sf office building located in Venice, CA.
- In 2003, initiated, researched, lobbied, and successfully had introduced language in SB 315, chaptered in 2003
- For **Amgen** (2002-3): member of the project management team turning around their \$6 million Customer Master data warehouse & enterprise data integration project.
- For **Pacificare** (2001-2): architected prototype handheld e-prescribing device.
- For **Electronic Arts** (1999), assembled IP rights and managed sale to EA of brand & likeness rights for 'Supercross' game.

EDUCATION

- **Masters:** City and Regional Planning, University of California - Berkeley
- **Bachelor of Arts:** Political Economy, University of California - Santa Cruz