

MICHAEL GREEN

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PROFILE HIGHLIGHTS

- Seven years: Designing, developing, and implementing mobile applications used in over 20 countries around the world
- Six years: International program manager for both private industry and non-profit initiatives
- Five years: Lead project manager reporting directly to executive management with extensive experience reconciling strategic initiatives with operational realities
- Five years: Managing distributed employees, partners and vendors towards efficient and timely completion of deliverables
- Four years: Bootstrapping entrepreneur with an “all hats” mentality developing a distributed desktop based ERP system

EXPERIENCE

SORTIMO OF NORTH AMERICA

2013 - Present

i-MOBILITY SENIOR PROGRAM MANAGER

- Completed the SDLC for third-party development of the i-Mobility Android application with a total contract budget of approximately \$500,000
- Lead the coordination on new sales opportunities with channel partners such as Bosch, Lowes, Grainger, and Fastenal for opportunities greater than \$60,000 in minimum value
- Generate marketing messages and media content such as a 60 second explanatory video or engagement decks for customers, partners, and stakeholders
- Work directly with executive level management on overall business development and strategy of i-Mobility Ecosystem

NATIONAL FOUNDATION FOR THE CENTERS FOR DISEASE CONTROL AND PREVENTION INC.

2007 - 2013

INTERNATIONAL PROGRAM MANAGER: *Bloomberg Philanthropies - Global Adult Tobacco Survey*

- Managed the software development of General Survey System (GSS), a mobile household surveillance system developed by RTI International and used in over 20 countries with 52 languages; Developed for use on Windows Mobile, Windows XP/7, and Android Operating Systems
- Trained between 4 to 20 in-country personnel on installation and support of GSS in Mexico, Philippines, and Turkey
- Purchased, shipped, and deployed over 4,000 electronic handheld devices and accessories worth approximately \$2 million to over 20 countries, on-time through a multitude of country-specific customs and shipping requirements
- Subject matter expert and liaison between the World Health Organization’s country, regional, and headquarters offices, the CDC, and RTI International for all IT project related activities
- Responsible for reviewing and approving all IT related invoices, contracts, and country budget submissions
- Accountable for budget and project performance reviews presented to board members, employees and outside partners

LEAD PROJECT MANAGER: *Pfizer, Inc - Smoke-free Initiative*

- Contracted Fenton Communications to develop state specific business-to-business 3 minute video vignettes for state and local health departments and their advocacy partner network for approximately \$500,000 over two years
- Contracted Research Triangle International to conduct an economic analysis study across 9 states for less than \$150,000

- Engaged ICF International to disseminate project materials to varied target audiences via traditional and social media outlets with a budget of \$235,000
- Liaised and reconciled multiple conflicting stakeholder interests from donor, technical agency, and program perspectives, including organizations such as the Centers for Disease Control and Prevention (CDC), Pfizer Inc., state health departments, and local tobacco advocacy partners in all 9 project states

TOBI DATABASE ADMINISTRATOR

- Architected, implemented, and maintained the installation of TOBI at client site
- Responsible for creating monthly, quarterly and annual financial reports totaling more than \$9 million annually
- Trained and supported user base for on-site daily use and problem resolution

XENLOGIC

2006 - 2013

BUSINESS ANALYST and COFOUNDER

- Product lifecycle development architect for TOBI, a proprietary in-house database management software system
- Negotiated the licensing and implementation of TOBI, including needs analysis and subsequent scope of work for services resulting in annual revenue over \$110k
- Created eLearning portals and content including sample databases, help files, and interactive video materials used in the online demo and training

WEBSITE CAMPAIGN MANAGER

- Created, customized and maintained online pay-per-click marketing campaigns with Google and Yahoo given constrained budget restrictions
- Raised 'organic' search engine results for product related key phrases to top 10 results for many highly competitive phrases
- Conducted website maintenance including revision of the metadata, html and general content

EDUCATION

UNIVERSITY OF GEORGIA

Athens, GA | 2001-2005

BBA MANAGEMENT INFORMATION SYSTEMS

TECHNICAL SKILLS AND INTERESTS

- Familiarity with market prevalence related to NFC, RFID and Bluetooth 4.0 standards
- Budget Management, Financial Reporting, Customer Relationship Management, Strategic Planning and Business Intelligence as operational and strategic tools
- Working experience with video capturing and photo editing tools: Adobe Captivate 2, Camtasia Studios, and GIMP
- Experience with webpage structure using: HTML, XHTML, <Meta> tags, SQL and some JavaScript

External References

- [Smokefree Project Website](#)
- [Electronic Data Collection and Management Publication](#)
- [Sortimo of North America Website](#)