

Alex M. Hochberger

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- Summary** Business strategist, technologist, and problem solver, specializing in using technology to build business solutions. Entrepreneurial MBA/Engineer, excelling in interdisciplinary team environments.
- Objective** Obtain a challenging marketing and strategy position in a growing company, working with senior management to solve problems and improve profitability, where my action will directly translate into the company's financial success.
- Education**
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| Duke University, Fuqua School of Business
The Duke MBA – Cross Continent Program | May 2006 |
| Massachusetts Institute of Technology (MIT)
BS Computer Science & Engineering
Alpha Epsilon Pi Fraternity Social Chair, Risk Manager | May 2001 |
| Pine Crest Preparatory School | June 1997 |
- Experience**
- Dunhill Vacations (Online Vacation Center ONVC) Plantation, FL
VP Business Development 2009 - 2010
- Reorganized web site structure, improving Google page indexing by over ten-fold (10x)
 - Designed v3.0 website and led the development, including new information architecture, database tables, user interface,
 - Reduced salary budget by 40% while improving team production
 - Designed automated reporting systems to reduce manpower needs for business tracking
- Internet Market Net, LLC Deerfield Beach, FL
VP Technology, Co-Founder 2008 - 2009
- Technology Partner of a four person Internet/Mobile consulting and product development team, designing and implementing our products
 - Worked with clients and partners to establish product designs and data exchanges
 - Integrated Web Applications with a variety of external system, including GoForte, Facebook, and Twitter
 - Developed all product offerings, attended to clients in pre-sales and post-sales capacity, and oversaw external vendors for graphic design, web design, and lead purchases
 - Three products developed by IMN, Pack Your House/Mobiblasters, Power Seller Warranties, and Guarantee My Car
- Pack Your House**
Integrated marketing tool for small – medium sized businesses, helping them build customer lists and contact them via SMS, Email, Twitter, and Facebook
- Developed web application in PHP and PostgreSQL to allow restaurant, bar, golf course, and spa/salon customers to create lists and promotions
 - Queue up the sending of promotions, including delayed sends, to send real time promotions to the lists and post those promotions to Twitter
 - Facebook application under development to post messages to the Facebook fan page and use Facebook Connect to connect a Mobiblasters (consumer brand) to Facebook to allow messaging via Facebook (to be completed during the Beta test)
- Power Seller Warranties** (<http://www.powersellerwarranties.com>)
Developed an extended warranty offering for independent dealers and online (eBay Power Sellers) dealers to offer warranties on their vehicles to their customers
- System designed to bridge with the GoForte database system that manages the extended warranty business
 - Allows Power Sellers to input their car information which is loaded into GoForte for manual quoting
 - System stores billing information, generates PDF contracts for the purchaser, and verifies availability after a customer state is entered. Custom links are generated for each vehicle

- to be shown with the vehicle listings on eBay and other marketplaces
- Integrated with warranty administration company for customer service and account management

Datafinity Networks

Naples, FL

Directory of Technology

2007 - 2008

- Documented existing systems and business assets for previous owner (Datastream Group, LLC) as part of due diligence for sale of company
- Reorganized 120M opt-in database system to support n-level interest groups, matching of records, facilitating list trading, and integration of lead trading system, email system, and data trading system
- Streamlined email operation and developed new business process to increase revenues by 33% while reducing email volume by 80%, developing campaign metrics and establishing procedures for increasing volume
- Reorganized lead trading business and project tracking process to decrease technical interruptions and increase developer productivity by 50%
- Trained new senior technology advisor for new ownership in the systems
- Developed new business Intranet using AJAX, JSON, PHP, and PostgreSQL

Feratech, Inc.

Fort Lauderdale, FL (2004 - 2007)

President, Co-Founder

Boston, MA (2001 – 2004)

- Grew company from 2 partners to 12 employees, handled financials, accounting, budgets, and personnel, handled all non-technical aspects of business. Designed and managed development of Pyramid and Content Writer, Feratech's Search Engine Optimization (SEO) software that used entry level writers to perform SEO
- Created Lead Generation business spanning 400 websites including SEO network
- Internet Real Estate Group – Developed their Internet properties, including Creditcards.com, LoveTactics.com, Chocolate.com, Safety.com, and Sportsfan.com
- Designed and oversaw implementation of websites using Perl and PHP programming languages, MySQL and PostgreSQL databases, and OpenBSD, FreeBSD, and Linux operating systems
- Managed all technology related to Creditcards.com from its purchase for \$100,000 in late 2001 until its sale for \$2.76 million in 2004
- Sold Feratech's SEO sites and existing business assets in early 2008

Marketvision Direct / MKTV.com, Inc.

Boston, MA

Director of Technology

2000 - 2001

- Joined 4 person Internet incubator, assembled a 6 person technology team, and built Web 2.0 system to develop content site content
- Technology Adviser to CEO and CFO on strategic investments and partnerships

Skills

Business Modeling: Excel, Monte Carlo Simulations

Programming Languages: PHP, SQL, pl/pgSQL

Web Development Expertise: SEO Strategies, XHTML, HTML, XML, CSS

Database Environments: PostgreSQL, MySQL, MS SQL

Network Operating Systems: Linux (Redhat, Ubuntu), Mac OS X, BSD (Free/Open), Windows

Certifications

Citrix Certified Administrator (MetaFrame 1.8)

Microsoft Certified Systems Engineer (NT 4.0)