

Paul Ruddy

Transformational Business Leader

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SUMMARY

A business professional with over a decade of experience managing high-performance teams across all functional areas of business. Maintains focus on achieving results through revenue generation, process improvement, and cost reduction via developing and implementing integrated technology solutions to align with lean business operational principles. A wide array of skills with a focus on business strategy, operations, software development, business intelligence, marketing, and project management. Tremendous track record of delivering simultaneous large-scale cross-functional mission-critical projects.

EXPERIENCE

Vice President Of Operations & IT

Next Level Performance 08/2018 - Ongoing
317 George St, New Brunswick, NJ 08901

Software company specializing in B2B employee engagement and channel sales solutions across SaaS and enterprise markets.

- Direct profit and loss responsibilities for the profit center resulting in over 100% growth for the bottom line.
- Oversee all business functions including operations, software development, information technology, marketing, sales, customer success, customer service, and finance.
- Orchestrate a hybrid account-based marketing/sales and inbound marketing program that generated 2x revenue over the short course of fewer than two years and lowered customer acquisition costs by half.
- Build out business intelligence capability which generated over 5 million dollars in business within two years from consulting and complimented our product offering.
- Setup a mature agile software development strategy and expanded the methodology company-wide to improve our cycle time for innovation within all areas of business.
- Integrate Jira service desk and Software to measure KPIs for customer satisfaction, software development velocity, and bug tracking which allowed us to improve by greater than 20% in each area.
- Update data and application security practices by introducing standard operating procedures and policies, in addition to PCI and ISO 27001 compliance.
- Migrate all applications from on-premise to Azure, along with servers infrastructure and user data to Office 365, resulting in an increase of 5% in up-time.
- Reduced costs over 20% by eliminating waste via automation and integration between systems, data and workflows.
- Improved sales velocity by over 25% from an average of one year to six months.

EDUCATION

MBA

Montclair University

09/2013 - 12/2015

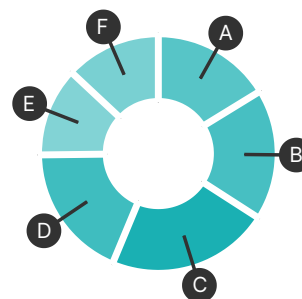
GPA 3.9 / 4.0

MIS

West Virginia University

09/2002 - 12/2006

AREAS OF EXPERTISE



- A** Information Technology
- B** Marketing
- C** Operations
- D** Project Management
- E** Business Intelligence
- F** Software Development

RESPONSIBILITIES

Information Technology

Budgeting	Strategy	Negotiations
Architecture	Procurement	ERP
SDLC	ITIL	Management
Leadership	Sourcing	Services

EXPERIENCE

Chief Operations Officer & Chief Information Officer

Central Jersey Blood Center Inc. 12/2014 - 08/2018
494 Sycamore Ave. Shrewsbury NJ 07702

Led operations, marketing, and information technology services within the blood bank industry through innovation, quality, and expertise which delivered cost-effective, reliable technology that aligns with the mission and strategic plan of the organization.

- Provided the organization stable, secure, high performance IT services to introduce flexible, innovative, technology-intensive deliverables in a rapid manner.
- Implemented agile/scrum methodology throughout the entire organization for both IT projects and others.
- Increased project success rate, team efficiency and accuracy on deliverables.
- Managed mergers and acquisitions related to technology and operational standardization.
- Expanded business intelligence throughout the entire organization to align strategic, executive, middle management, and operational metrics via our data warehouse.
- Evaluated department goals and align key performance indicators.
- Setup benchmarks and best practices for operational process improvement.
- Communicated strategic recommendations with regard to operations, implementation, and security issues to senior leadership.
- Supplied continuous improvement with focus on assessment of current and future operational, marketing and technology needs of the organization.
- Doubled our donor base through marketing efforts while improving our retention rate and frequency with automated loyalty programs and behavioral profiling for targeted messaging via segmentation by customer value.

Director of Information Technology & Operations

Central Jersey Blood Center Inc. 11/2010 - 12/2017
494 Sycamore Ave. Shrewsbury NJ 07702

Promoted to bring an innovative technology approach to the organization with my diverse experience across information technology, marketing, project management, business intelligence, and consulting.

- Was responsible for introducing Bimodal IT using two separate modes of information technology in our hyper regulated environment by FDA.
- Created regulated environment focused on efficiency, predictability, and traditional approaches with an emphasis on stability.
- Tasked with assessing core business workflows and establishing ways to improve, integrate and re-engineering processes.
- Delivered ITIL framework enabling standardization throughout our IT practices and designs.
- Established (SMART) objectives and associated metrics for all parts of the IT operation as well as best practices.
- Brought all outsourced functions in-house included marketing, IT and reporting resulting in 50% improvement in efficiency and 30% improvement in cost savings.

RESPONSIBILITIES

Marketing

Account Based Marketing

Customer Growth MarCom

Customer Loyalty Customer Acquisition

Customer Lifetime Value

Business Operations

BPR Goal Alignment

Value Stream Mapping Lean Six Sigma

Forecasting Process Improvement

Supply Chain Logistics Risk Analysis

Project Management

Merger & Acquisitions

Project Management Office Agile

Waterfall Change Management

Business Intelligence

Predictive Analytics Data Integration

Prescriptive Analytics

Data Visualizations Data Warehousing

Statistics Artificial Intelligence

Machine Learning

Business Value Dashboards KPI

EXPERIENCE

Partner

BI Analytics Inc. | Blood-Analytics 01/2014 - 2018

Decision Support Systems via business intelligence for the blood bank and plasma industries.

- Worked to implement data warehouse and decision support systems via agile methodologies related to database and application design.
- Was responsible for designing and executing statistical models related to complex quantitative studies and predictive models to forecast KPI performance.
- Developed system to allow for scalability, effectiveness, and efficiency in the analysis of business intelligence metrics related to blood bank operations.
- Integrated event data to allow companies to deploy broader monitoring, alerting and interactive decision-making solutions to improve their operations.
- Allowed companies to monitor marketing, sales, supply chain management, manufacturing operations, governance, risk, and compliance.
- Designed BI products using descriptive, diagnostic, and predictive analytics which provide insights and forecasting to the operation.
- Implemented prescriptive analytics and alerting which explicitly recommends a decision or action to the process.

Founder

Zyos Technology 2010 - 2014

Regulated Information Technology Managed Services

- IT managed Services:
 - Cloud migrations and implementations
 - Project Management / Business Analysis
 - Help Desk / Technical Services
 - Infrastructure Management
 - Networking
 - Security
- Data Migration Services: Our team of engineers specialized in data migration services including but not limited to data mapping, data conversion plans, de-duping/normalizing and scripting into 501k software.
- Software Validation: Extensive experience with regulated software validation related to the FDA standards including written validation plans and execution of those plans.
- Project Management: Used the PMBOK standards and agile concepts to supply program management capabilities for high quality and time-sensitive system implementations.
- Business Intelligence: Generated custom business value dashboards and data analytics to monitor performance metrics while using six sigma lean training to enhance your operations to align with business objectives.

RESPONSIBILITIES

Software Development

Agile Off-Shore Architecture

Velocity Product Strategy SaaS

LEADERSHIP

- ✓ High Performance Team Building
- ★ Winslow Dynamic Profile Top 1%
Scored on interpersonal, organizational, dedication and self control traits
- ✓ Drive Business Results
- ✓ Agent of Change
- ✓ Excellent Communicator
- ✓ Strategic Thinker
- ★ Extensive Leadership Training

STRENGTHS

- 🧠 Entrepreneurial
Cross functional expertise and direct management experience in IT, BI, Operations, Marketing, Fiance and Sales
- 📈 Result Driven
High performance team team builder.
- 🧩 Innovator
Agent of change who is constantly looking for ways to improve results.

FIND ME ONLINE

in LinkedIn
www.linkedin.com/in/pruddy