



Joseph Parente

Creative technologist building teams and transformational experiences.

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As chief technology officer, I continually assess technology's strategic future impact on the organization and industry. I oversee all technology functions of the group of companies including system architecture, purchasing, IT and digital personnel, and vendor management.

I work with internal and external constituencies to understand business objectives, perform research and analysis and engineer exceptional outcomes. I effectively take projects from concept to delivery and consistently produce award-winning solutions on time and on budget.

My primary focus is on high-level vision, strategy, evaluation and optimization. My passion is developing highly-usable and sustainable systems and processes.

Infrastructure Manager

I work with our principals and senior leadership team to define our strategic approach to every facet of technology. I am the gatekeeper helping to gauge threats, mitigate risks and to adopt and maintain standards for responsible usage. I am steward of fiscal budgets, tangible and intellectual assets. I serve to enable better business and continually work to optimize operations.

Visionary Leader

I practice a transformational style of leadership working with individuals at every level and across every department in the organization to identify needs, set goals, inspire and guide change. I believe in building positive culture, creating strong, dedicated teams and unleashing talented professionals to do what they do best. I possess a balance of business-oriented, interpersonal soft-skills and technical understanding that allow me to write and speak effectively to many audiences. I have been able to successfully cultivate and retain staff through teaching, mentorship and professional development.

External Facing Technologist

As vice president of digital services, I have helped to bring a 41-year-old traditional marketing and advertising agency into the modern era through the strategic addition of digital capabilities. I routinely generate new business through consultative sales to existing customers and new prospects. I write and review scopes of work, RFP responses and regularly present during sales pitches. I lead cross-functional, inter-departmental teams to create a wide range of web, app, mobile and place-based experiences for nearly 30 active clients.

I serve as senior counsel to our customers helping them to navigate the ever-changing technology landscape and harness and commercialize powerful new resources.

I keep a finger on the pulse of the industry, and those of our clients, tracking trends and helping to identify, evaluate, implement and optimize the use of progressive and disruptive technologies. I help to drive revenues and reduce costs while enhancing communications, collaboration and client relationships.

EXPERIENCE

Chief Technology Officer, Vice President Digital Services
Elias/Savion Advertising, Inc., 2008-Present

- Transitioned art department from PC to Mac
- Managed migrations from:
 - Physical servers to VMware
 - Local to cloud hosting and workloads
 - Traditional fixed-disc storage to predictive hybrid flash storage arrays
 - Exchange to Office 365
- Transitioned from Capex to Opex model
- Implemented agency management software
- Implemented and tested business continuity and disaster recovery plans

Clients include Bayer HealthCare, CertainTeed, Boral, KeHE Distributors, ERIKS North America, Fraport, Verizon Wireless, AmeriServ Financial, S&T Bank and California University of Pennsylvania.

Lead Developer

Vertical Corporation, 2005-2008

Clients included American Eagle Outfitters, ARDEX, NexTier Bank, PPG Place, Sahale Snacks, Schwann's and The Bradford Schools.

Web Developer

Labwerks, Inc., 2000-2005

Clients included American Red Cross, Art Institutes International, Dell, DuPont, Intel, Mellon, Microsoft, Pittsburgh Brewing Company, Pittsburgh Zoo & PPG Aquarium, PBS and Ruth's Chris.

Project Manager

Web Architect

Sladekutter, Ltd., 1998-2000

Clients included 102.5 WDVE, 105.9 WXDX, H.J. Heinz Company, Mario Lemieux Foundation.

SKILLS & PROFICIENCIES

- Personnel & Vendor Management
- Budget Management
- Project Management
- Sales & Consulting
- Mentoring & Public Speaking
- Technical Writing & Training
- Scope Development
- Systems Administration
- Responsive Web Design
- Mobile App Development
- UI/UX Design
- Creative & Art Direction
- Concept Development
- Wireframing & Prototyping
- Search Engine Optimization & Pay-Per-Click Advertising
- Statistical Analysis
- Database Management
- Email Marketing
- Social Media Management
- Adobe Creative Suite
- Microsoft Office
- Amazon Web Services