

Mike Maddaloni

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Mike Maddaloni is a technology and business strategist and the creator of successful consumer and business Web applications. He has evolved from pure technology to strategy and business consulting using Web and mobile platforms through entrepreneurial ventures, start-ups, consulting and non-profits. As a guest lecturer, speaker, mentor and writer, Mike enjoys taking complex business and technical problems and presenting them in a way they can be easily understood.

PROFESSIONAL ACTIVITIES

University of Wisconsin – Oshkosh – Guest lecturer on blogging and consulting, 2015, 2017 – 2019

Business Marketing Association – Colorado, Gold Key Awards – Judge, 2016

RapidSQA, Chelmsford, MA – Member, Board of Advisors, 2001 - present

Age of Conversation 3 – Contributing author of crowdsourced strategy book, 2010

Nokia OpenLab, Helsinki, Finland - Participant in ground-breaking experimental social media event, 2008

The Hot Iron – thehotiron.com – Editor and Author, Business and Technology blog, 2006 – present

COMMUNITY INVOLVEMENT

City of Appleton, Wisconsin, Library Building Project Advisory Committee, Mayoral-Appointed Member, 2021

Barrel of Monkeys Productions, Chicago – Member, Board of Directors, 2014 – 2016

American Liver Foundation, Chicago and Boston – Volunteer, Walkathon Co-Chair, 2002 – present

Boston Jaycees – President, Board Member, Santa Claus Stand-In, 1996 – 2002

EDUCATION / CERTIFICATION

Scrum Alliance – Certified ScrumMaster, 2020, Certified Scrum Product Owner, 2021

HubSpot Academy – Social Media Certified, 2021

Western New England University, Springfield, MA – B.S.B.A., Computer Information Systems, 1989

EXPERIENCE

American Dental Association, Chicago, IL – Web Services Project Manager, 2015 – present

Leading project supporting 100+ affiliated Web sites. Oversees technical direction, developed streamlined integration process including content management system (CMS) platform strategy and operations, site migration and third-party vendor management. Developed end-user training program and support infrastructure.

Deloitte, Chicago, IL – Deployment Senior Manager, 2012 – 2014

Evangelist of global mobile apps for firm's app store and staff directory. Created communications, marketing and adoption plans. Wrote creative brief and produced video for the staff directory app.

Dunkirk Systems, LLC, Chicago, IL – Founder and President, 2004 – 2012

Entrepreneur founder of Web consulting firm with focus on business strategy and Web technology, creating Web solutions for individuals and small to publicly-traded firms. Solutions were B2B and B2C, public Web and Intranet based, including CMS, eCommerce, marketing, blogging, domain name portfolio management and social media. Industries served included retail, manufacturing, healthcare, financial services and publishing.

IDX Systems Corporation, Boston, MA – Senior Web Engineer, 2001 – 2004

Technical manager for Web site, customer support portal and Intranet and PeopleSoft portal, including redesign and rebranding and domain name portfolio management.

SourceGate Systems, Burlington, MA – Director of Web Development, 2000

Led user interface team of the dot-com firm's news and information streaming toolbar. Led Web developers and QA analysts, managing the QA team until recruiting a QA director.

KPMG, Boston, MA – Manager of Front-End Development, 1999 – 2000

Managing developers and designers in US and Europe for launch and KWorld, the firm's global portal, and the overhaul of the user-interface and search. Led international operations training.

Nexus Technology Group, Lynnfield, MA – Senior Consultant, 1996 – 1998

Manager for the CD Web order management and fulfillment system for AT&T WorldNet Service. Managed Web and client-server applications, designed and developed dynamic Web order forms and led cross-country data center relocation of all services.

CSC, Newton, MA – Staff Consultant, 1990 – 1996

Business and technical analyst and developer for public utility, manufacturing, distribution telecommunications, retail, financial services and insurance clients.

Geary Corporation, Pittsfield, MA – Programmer/Analyst, 1989 – 1990

Business analyst and developer supporting the consulting firm's clients and internal systems.