



Tom Tully

Creative Technology and People Management



Contact Details

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Objective

I like science and technology. I live in a creative culture. I excel at bringing people of various capabilities, personalities, and skill sets together to form a cohesive team environment, one whose value is greater than the sum of its parts. I'm not good at being bored.

I'm looking for an executive/managerial position utilizing my years of experience, network, and reputation, to help build and grow a thriving culture of digital professionals. With an emphasis on building and nurturing the right team members and technologies, my goal is to bring value, speed, efficiency, profitability, and fun into the workplace.

Summary

People, Ideas, and creating a Culture of Success.

- Business strategic, creative, and technical leadership
- Team building and cohesion
- Technical Project Management
- Cross capability collaboration
- Unique Onshore / Offshore & R/D model
- Digital marketing design and development
- N-tiered application architecture
- Mobile and responsive design
- CMS architecture and work-flow
- User Experience and prototyping
- Software development methodologies (Agile, Waterfall)
- Quality Assurance processes
- E-commerce
- Web Analytics

- Online Advertising
- SEO

Work

Group Director Technology

[Organic Inc.](#)

Privately Held; 201-500 employees; Marketing and Advertising industry

May 2006 – Present

Group Director of Technology for digital marketing firm, managing technology teams across all customer touch points. Managed a team consisting of 4-12 FTEs in San Francisco along with 12-24 onshore contractors and 50 off shore contractors (Ho Chi Mihn City, Vietnam). RFP and RFI responses for client business, pitch team member, SF Leadership Executive Team Member.

I helped define and evangelized web centric development processes with all capabilities, promoted cross capability collaboration, approved resourcing and financial plans, reviewed technical architecture and client recommendations, and helped to spur a culture of cooperation, trust, and fun in the office.

Main client roster

- Intel
- Wal-Mart
- Juniper Networks
- Constellation Brands
- Bank of America
- Hilton Corporate
- The Siebel Foundation (The METH Project)
- VISA
- Nike
- Dignity Health
- McKesson / Health Mart
- Fox Business
- Guitar Center
- Sony
- Sprint
- Mitsubishi Motors
- Reelz Channel
- Roots of Peace (Board Member)

VP, Technology

[Digitas Inc.](#)

Boston, MA, San Francisco, CA.

Public Company; 1001-5000 employees; Marketing and Advertising industry

May 1997 – April 2006

VP Technology, Associate Director, and Architect, during various stages of company growth,

managing engineering teams, company IPO, pre and post sales, and integration with all capabilities across multiple channels.

Heart of the Company award: year 2000

Company Growth:

Strategic Interactive Group (1997-2001)

Bronnercom (2000-2001)

Digitas (2001-2006) – IPO Steering Committee member

Main client roster

- Microsoft
- IBM
- Kraft Foods
- General Motors
- Neiman Marcus
- Charles Schwab
- Walker Digital
- Roots of Peace (Board Member).

MIS Manager/Internet Services Mgr

[EF Education, Inc.](#)

Stockholm, SE, Cambridge, MA

Privately Held; 10,001+ employees; Leisure, Travel & Tourism industry

April 1987 – April 1997

Sr. Systems Analyst promoted to MIS Manager, leading all engineering efforts in Western Hemisphere for international organization in the education and cultural exchange industry.

Managed all application development, teams, operations, desktop support, and networking across several countries. Opened first Internet product services in 1995.

Major accomplishments

- Growth of EF brands (using technology) across 32 countries
- Design and build of international Wide Area Network with BTT
- Management of IT employees across Boston, Toronto, Vancouver, Dallas, and Santa Barbara
- Collaboration with MIT employees throughout Europe and Asia
- One of the first “in market” database driven websites (www.eftours.com)

Senior Programmer/Analyst

Computer Solutions, Inc. (Powersoft later acquired by Sybase)

Burlington, MA

Privately Held; 11-50 employees; Information Technology and Services industry

March 1984 – April 1987

Lead software engineer designing and building MRP (Manufacturing Resource Planning) and Sales Order Processing Tools for the Manufacturing industry.

Senior Programmer/Analyst

Chelmsford, MA

Government; 100-200 employees; Municipal government

January 1982 – April 1984

Software engineer designing and building automated municipal applications for school department and city elections

Education

Boston College School of Management

BS, Management/Computer Science

1977 – 1981

Roots of Peace

Executive Board Member

www.rootsofpeace.org

2002-present

Roots of Peace is a humanitarian organization dedicated to eradicating landmines worldwide and rehabilitating the land by empowering local communities to build sustainable crops and businesses.

Working with my colleagues at Digitas and Organic, and with my own time, I brought best in class digital marketing techniques to promote Roots of Peace, through our work in Croatia, Afghanistan (now the largest NGO in country), and Vietnam.

Marin Fencing Academy

Owner, Coach, and Board of Directors

827 Fourth Stret, San Rafael, CA. 94901

www.marinfencing.com

In 2006 I opened the Marin Fencing Academy, LLC. MFA had been in existence for 25 years in various iterations. The creation of the LLC, and our subsequent growth into a full time facility in Marin County, California, has created one of the largest fencing academies in the US.

Currently at about 100 members, from ages 6 to 74, we teach Olympic Foil, Epee, and Saber for recreational and nationally competitive fencers.

Our coaching staff consists of internationally and nationally rated Maestros and Moniteurs. I teach night classes and classes on Saturdays. I've designed and built our online digital programs, and produced our [15 minute short documentary](#) and [60 second commercial](#).

Platforms and Tools

I'm platform agnostic. It's easier to learn a new platform than it is to find someone that can learn.

My clients and teams have utilized the following.

Revision control (SVN, Git, Mercurial, CVS), Axure (for UX, prototyping and functional documentation), Databases (MS SQL Server, Oracle, MySQL, NoSql), Sharepoint, CMS (Interwoven Teamsite, Ektron, Magnolia, Drupal, WordPress, Fatwire), .NET, Visual Studios, Java,C#, ASP.NET, C++, Objective C,, Flash, Flex, Facebook graph API, Google Map API, Google Analytics API, Websphere, HTML, XML, CSS, JS, XSLT, Photoshop, Powerpoint, MS Project and Visio

Personal

I grew up outside Boston, MA where most of my family still resides. I worked extensively throughout Europe and Asia, based out of Stockholm, SE and Cambridge, MA (USA). I enjoy traveling and hope to incorporate that into any future project. I've been a competitive skier, now a snow boarder since the age of 30, with a mindset of 20. I was a darn good golfer (handicap about 10) at one time, needing to take up the linx again soon. I'm passionate about my fencing academy, and the 90 something fencers, mostly kids, who gain so much because of it. My work with Roots of Peace is something I treasure. Affecting so many lives in such a positive way is genuinely satisfying. I live in Marin County, surrounded by so many friends, extended family, artists, professionals, and people of varied lifestyles. I love gadgets (hence my technology roots). I'm never bored.