

Mike Maddaloni

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Mike Maddaloni is a technology and business strategist and the creator of successful consumer and business Web sites. His career has evolved from pure technology to strategy and business consulting using Web and mobile technology 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 so they can be easily understood.

PROFESSIONAL ACTIVITIES

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

University of Wisconsin Oshkosh – Guest lecturer on blogging for media course, 2015

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

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

COMMUNITY INVOLVEMENT

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

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

Boston Jaycees – President, Board member, Santa Claus stand-in, 1996 – 2002

EDUCATION

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 rollout of over 100 dental society Web sites. Developed streamlined process including CMS platform management, technical strategy and transition and third-party vendor management. Created training program and support Web site and content.

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

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

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

Entrepreneur and founder of Web consulting firm with focus on business strategy and Web technology, creating Web solutions for individuals and firms, small to publicly-traded. 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, 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.