

# BRIAN GREENBERG

910 S. Michigan Ave. #2007  
Chicago, IL. 60605

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312.576.2801

## EXPERIENCED IT EXECUTIVE

An award winning dynamic, entrepreneurial, and visionary leader. Accomplished at strategic planning, digital transformation, process improvement, product development, and reengineering of key business processes. Highly successful in achieving financial results through strong customer loyalty and long term relationships. Achieves positive business results through the strategic and thoughtful application of technology to business challenges. Grounded in a strong teamwork approach, a skilled communicator, team builder, and negotiator who maximizes efficiencies, productivity, and quality, all the while resolved to boost employee morale and performance.

## PROFESSIONAL EXPERIENCE

**DEPAUL UNIVERSITY**, Chicago, IL. **2019-present**

**Adjunct Faculty in the College of Computing and Digital Media**

Subjects Taught: CyberSecurity, Information Assurance, Information Technology, Operational Management, Legal, Ethical, and Social Issues in Information Security

**FORTIUM PARTNERS, LP**, Chicago, IL. **2017-present**

The leading IT turnaround and technology leadership services firm.

**Partner, CIO/CTO**

Interim and Virtual CIO, CTO, and Strategy Advisor to companies throughout the US and Europe in various industries including non-profits, legal, technology, fitness, health, and eDiscovery. Captured value and tamed complexity associated with integrating IT capabilities into rapidly evolving business strategies. Led enterprise digital transformation initiatives and product development that have elevated efficiency, productivity, quality, and customer satisfaction to record levels.

**DELL INC**, Chicago, IL. **2015-2017**

The leading end-to-end computing solutions company.

**Enterprise Architect, Business Strategist, Evangelist, & Dell Champions Ambassador**

Leading channel partner relationships for the North American Fortune 500 market, providing business partners and customers with strategic and technical guidance and thought leadership. Develop and cultivate ongoing relationships with our customers and partners. Award winning speaker at user events, industry conferences, seminars, and technology leadership groups. Served as liaison for field systems engineering, business development, communications, and product marketing.

**AKRETE**, Evanston, IL. **2011-present**

International marketing, PR, & social media agency focused on real estate, proptech, financial services, and cannabis.

**Chief Information Officer & Strategic Advisor**

Lead IT operations and strategy specializing in e-Business cloud architectures, enabling technologies in support of new business processes and the development and delivery of new products and services.

- Led the design and implementation of IT systems, creating a cloud infrastructure to support the business.
- Created a new IT organization to efficiently deliver services to our international clients.
- Aligned IT with the business and directed a multi-national, multi-vendor organization in the development of a cloud platform that facilitated commercial intensity.
- Provide thought leadership through publishing and the implementation of on-line branding technologies.

**TOTAL ATTORNEYS**, Chicago, IL. **2012-2013**

The leading cloud service provider of marketing automation and sales tools for the legal industry.

**Vice President of Technology Operations**

Created the strategic direction of new business enabling technologies, put into action new cloud services, and managed the day-to-day operations of the IT organization. Oversaw the operations of multiple facilities, the cloud platform, and approximately 10,000 internet sites.

- Transformed data center operations and reduced operating costs by 68%.
- Developed and accomplished an enterprise wide project of replacing and enhancing IT systems. Created dynamic and highly available systems and streamlined reporting at a cost savings of 45%.
- Enhanced visibility into service delivery by implementing new monitoring systems to ensure compliance of service level agreements to our customers.
- Developed new security protocols and technologies to guarantee data and system integrity of cloud services across the enterprise to address internet security threats.

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## **GENERAL SYSTEM DYNAMICS**, Chicago, IL.

**2008-2012**

A provider of data storage management software and IT consulting services.

### **Founder and CEO**

Created and led operations of a new software and professional services business. Developed the data storage forecasting and eDiscovery software and established marketplace credibility through professional consulting services. Designed and implemented cloud enterprise IT systems.

- Pioneered data storage forecasting models and methods providing customers 10x cost savings and drove down eDiscovery costs by 80%.
- Designed and implemented solutions for some of the world's largest companies in varying industries, including: Deutsche Bank, JFK Healthcare, and Forsythe.
- Developed the companies business plan, operating agreement, and patent applications.
- Won key business and set the standard for interfacing with customers and prospects in order to learn their business requirements, evaluate the value of services, and developing strategies to enhance long-term relationships.
- Cultivated the development team, brought to market new products and several services.

## **CITADEL INVESTMENT GROUP**, Chicago, IL.

**2005-2008**

A leading global financial institution that provides asset management, investment banking, institutional sales and trading, and market making services.

### **Manager of Data Protection: Storage, Backup Engineering, Operations, Security, and Architecture**

Established the strategic direction for the application of new data storage and data protection technologies, managed the day-to-day operations of multiple facilities, and delivery of petabyte scale data storage services.

- Developed compliance programs that addressed state and federal regulatory requirements.
- Transformed underperforming critical backup and storage systems into an exceptional model of performance and reliability. Increased data storage performance rates by 6x.
- Increased performance and supportability through development of policies, procedures, and automation which led to a 10x reduction in incident response time.
- Developed eDiscovery policies and procedures reducing compliance costs by 80%.
- Increased visibility into data storage operations through the development of new technologies providing real-time monitoring and reporting on the security and protection of critical data.

## **GLASSHOUSE TECHNOLOGIES**, Framingham, MA.

**2004-2005**

Providing data center consulting and managed services for cloud, virtualization, storage, and security.

### **Senior Storage Architect and Strategy Consultant**

- Designed and implemented solutions for some of the world's largest companies in various industries, including: Bloomberg, Capital One, and The Hartford.
- Created and implemented solutions, developed policies and procedures, provided sales engineering support, and facilitated multi-million dollar storage sales deals.

## **STORAGE NETWORKS**, Seattle, WA. and Tokyo, Japan 日本東京

**2000-2002**

Providing data center consulting and managed services for cloud, virtualization, storage, and security.

### **Senior Storage Architect and Strategy Consultant**

- Designed and implemented the first cloud storage solutions for companies in many industries, including: Microsoft, Adidas, Weyerhaeuser, Fujitsu, and Washington Mutual.
- Expatriate in Japan and principal consultant to Fujitsu for managed storage services (SaaS) offerings. Provided thought leadership and best practices to Fujitsu customers. Developed and deployed managed data storage systems for the Japanese market.
- Created and implemented solutions, developed policies and procedures, provided sales engineering support, and facilitated million dollar storage sales deals.

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## GRANGE INSURANCE ASSOCIATION, Seattle, WA.

1999-2000

Leading insurance provider of farm, home, and auto insurance.

### Senior Systems Architect

- Led in the development of new, integrated systems within the regulatory framework of the insurance industry.
- Guided teams in a matrix organization implementing collaborative architectures and integration between all business units.
- Successfully migrated several systems off a 1960's style main-frame to a web based, client-server, real-time, distributed, service based approach.

## MOTOROLA, Schaumburg, IL.

1991-1998

Provided mission-critical products and services to enterprises and governments worldwide.

### Data Architect, LAN Manager, Senior Systems Architect, Instructor

Managed I.T. operations, long-range planning, and systems architecture. Created operational policies. Managed the support infrastructure. Designed testing and implementation methodologies and conducted research and development of new technologies.

- Multiple-award-winning LAN Manager, Systems Architect, and Engineer.
- Repeat guest instructor for Motorola University.
- Pioneered the first corporate intranet and first web sites for the Land Mobile Products Sector (LMPS) and the Automotive, Energy, and Components Sector (AECS) that led to reduced process cycle time and costs, increased information quality, and defined new standards in information systems.
- Developed a new IT leasing program that reduced computer hardware and support costs.
- Reduced system support costs by developing new software distribution technology that increased product quality and reduced build cycle time by 12x.

## BOARD & COUNCIL EXPERIENCE

### EcoMyths Alliance NFP

2010-2020

CTO, Director, Treasurer, Executive Committee, Communications and Finance Committees

### ThinkIT Association

2017-PRESENT

Board of Advisors, Facilitator of the Year (2018), Advocate Award (2019)

### Forbes Technology Council

2017-PRESENT

Member & Forbes Contributor

## EDUCATION

Master of Arts (MA), Whole Systems Design/Systems Theory, Antioch University, Seattle, WA.

Bachelor of Science (BS), Philosophy and Applied Computer Science, Illinois State University, Normal, IL.

A.K. Rice Institute: Group Relations • Information Technology Infrastructure Library (ITIL) • Toastmasters • The Second City & ImprovOlympic (iO): Improv, Acting, Story Telling • Tufte: Presenting Data and Information • Negotiation Strategies • Association of Computing Machinery (ACM) • Certified Social Media Subject Matter Expert (SMaC SME)

## VOLUNTEER

Illinois Junior Academy of Science (IJAS) • William Rainey Harper College • Antioch University •

Motorola Half-Marathon & Relays • John G. Shedd Aquarium • EcoMyths Alliance •

Guest Lecturer: Roosevelt University & Loyola University Chicago

## PRESENTATIONS & PUBLICATIONS

### Presentations

- Spiceworks:  
CTRL-ALT-TECH
- Chicago Bar Association
- Financial  
Communications Society
- The Technology  
Executives Club

- DisruptCRE
- ThinkIT Association
- TechTarget
- Data 2.0 Summit
- Storage Decisions
- CampIT Conferences
- ZiffDavis Enterprise
- Data Center Decisions

### Publications

- Forbes
- Medium
- Tech Page One (Dell)
- CITEworld
- ITworld
- Global Link (Motorola)
- CIO WaterCooler

- Huffington Post
- InfoSec Institute
- Processor Magazine
- LinkedIn Pulse
- Global Delivery Report