

Mark DeMeo



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About

Mark has worked the last 20+ years managing large data transformation project for clients including AC Nielsen Advance Technology Group, GE Advance Technology, Department of Defense, St. Jude Children Hospital, WR Berkley Insurance, Ocwen Financial, CNA Insurance, Cameron Harris Group, AgData, Monsanto, American Movil, and other clients. Mark has worked in implementing technology and product solutions for a number of clients including application development, package integration, product integration, ERP system implementations, IT Operations, Data Warehousing and Distributed Information Management systems in high data volume businesses involving IBM, Oracle, Sybase, HP and other technologies.

Mark's background includes working with SSADM, ELH, UMT, and other data management frameworks for understanding the life cycle of data from inception to archiving. At AC Nielsen he worked as lead data architect for the rewrite of the Nielsen Solution System into a distributed calculation and storage solution to achieve 100 Billion data points for Consumer Package Goods industry. At GE Aircraft Advance Technology he led the Data Management team for the Performance and Cycle Engineering for managing aircraft engine and flight simulations for design of next generation aircraft engines. For other companies such as Nestle NA, CNA and Northern Trust he led the data warehousing and reporting initiatives for building world class analytics platforms for marketing, profit profile, customer service and risk identification. At Tracfone Wireless a

subsidiary of American Movil, he led the implementation and design of their next generation application platform utilizing Distributed Cloud integration and SOA architecture.

Mark's areas of expertise include:

- IT strategic planning and technology vision & roadmap
- Data Management and Data Integration
- PMO and Project Management
- High Volume Data Transaction Systems and VLDB
- Large Scale Systems Development and Integration and conversions
- Best practice methodologies for Application and Data Governance
- Deployment management and cutover readiness
- Business and IT Transformation for processes and technology
- Enterprise, Infrastructure and Security architecture and requirements
- ITIL and DevOps and Application Support Management

Professional Accomplishments

Partner, The Revere Group
CIO, Tracfone Wireless
SVP Consulting and Infrastructure, Pomeroy
Managing Partner, Ballantyne Consulting Group

Professional Affiliations

Society for Information Managers (SIM) Leadership Program

Education

BS Computer Science
Wright State University