

CLIFF RAYMAN

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TECHNOLOGY EXECUTIVE: CIO ~ CTO

Transforming Customer Requirements Using Technology Innovation to Fuel Breakthrough Results

- Accomplished executive leader with experienced in driving the adoption of technology solutions and creative process automation to invigorate sales and cut operating expenses.
 - Expert developer with experience in several languages and environments including Perl, Javascript, PL/SQL, C, C++, HTML, CSS, Business Basic, Octave, Web, Open Source, Linux, Android, iOS, Windows and Mac
 - Adept at understanding dynamic business needs and advocating emerging technologies to meet real requirements.
 - Proven history guiding Global IT platform integration and process improvement programs.
 - Excellent Track Record of Product Development in Technology, Healthcare and Consumer market spaces.
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PROFESSIONAL EXPERIENCE

Honest Health, LLC. – Camarillo, California **CTO and Founder** **2014-current**
Healthcare Value Transparency SaaS Solution Provider.

Lead Startup through Software Design and Architecture, Database Science, Infrastructure Architecture, Project Management.

- Performed in-depth analysis of software requirements with other founders and designed software and infrastructure to satisfy solution requirements.
- Managed software development including UI/UX, database structure, algorithm development, testing and implementation.
- Deep analysis of data and creation of metrics to allow consumers to make intelligent decisions.
- Worked with industry leading companies and government agencies to create best of breed solutions to guide health care decision making.

Timercap, LLC. – Westlake, California **CTO** **2014-current**
Prescription Adherence and Safety Products Provider

Lead New Product Development of Internet of Things (IOT) Product Including Analysis of Requirements with Customers, Hardware Specifications, Firmware Development and Testing, Integration Through 4-Tiers of Application Environment.

- Performed in-depth analysis of hardware and software requirements with industry leading customers.
- Guided design and architecture process to creatively match customer requirements with state of the art hardware and software design.
- Managed the project including firmware and software development consisting of Bluetooth Smart (BLE), iOS, Android and Web Services.
- Programmed firmware (embedded applications) with emphases on adaptable parameters and minimum power consumption for Bluetooth Low Energy (BT Smart).

PRECISION DYNAMICS CORP. – Valencia, California **CIO, VP of IT, Director of I.S.** **2005–2013**
Global market leader of ID solutions used in healthcare, law enforcement, and entertainment applications.

Lead business and process transformation programs through adoption of emerging technology platforms and business models, including cloud-based SaaS solutions, acquisition integrations, and unification of enterprise systems. Interface with core business stakeholders to identify functional needs and craft innovative solution strategies. Leverage Six Sigma quality methodology to

streamline and automate processes spanning all critical touch points Coordinate technology research, analysis, and procurement as well as vendor/partner sourcing. Define custom KPIs and CTQs for each unit.

Cloud & Virtualization Initiatives:

- Deployed SaaS/Cloud CRM, Salesforce.com, automating vital processes for entire sales organization spanning 10 distinct sales groups representing 4 product segments across the U.S., EMEA, Latin America, and Asia-Pacific regions.
 - ◆ Integrated cloud services with Oracle EBS and oversaw data migration from Oracle 11i and GoldMine.
 - ◆ Developed comprehensive reporting framework for millions rows of sales data.
 - ◆ Recognized for delivering “smoothest and fastest” implementation on record for complexity level.
- Spearheaded IT infrastructure virtualization and private cloud initiative, creating fully-redundant VMware framework for file, OS, application, and print servers, as well as domain controllers that improved availability and performance.
- Captured \$500K in CAPEX savings and improved disaster recovery by transitioning company from Exchange to cloud-based mail and calendar services (Gmail) for Precision Dynamics and newly acquired company.

Enterprise System, Application & e-Commerce Solutions:

- Revamped business processes for \$100M sales line, between 3 ERP/CRM systems to minimize sales cannibalization during merger in short expedited 8-week time frame.
- Provided Project Management and technical leadership for upgrade and conversion of European operation enterprise CRM, ERP, and MRP systems to common Oracle instance with U.S. operations despite being spread over 3 entities and currencies with short fulfillment cycle times in just 5 short months.
- Led architecture, design and coding of multiple branded e-commerce sites, including customer portal and custom CMS/Catalog page building technology for selling tens of thousands of SKUs.
- Architected and designed a proprietary middleware system utilizing Perl and PL/SQL providing security and caching via a RESTful interface and returning XML, JSON and proprietary serialized formats.

Integration & Business Process/Framework Enhancements:

- Overhauled Business Intelligence (BI) requirements to strengthen data mining and analytics for improved sales, financial reporting, controls, and strategic decision processes. Wrote the custom dashboard and visualization tool utilizing Perl, Javascript, HTML, CSS, SQL.
- Instituted and adopted proven SDLC and Oracle AIM methodologies to streamline technology project delivery.
- Led a critical project to integrate ERP and CRM systems, post-merger with our largest competitor. Worked with the Board, CEO, Management Committee and others which included almost 100 stakeholders and 20 technical team members both on-site and remote. I managed the Project including all facets of the SDLC as well as providing expertise for discovery, as well as architecture and design of the final solution through the critical CRP1 milestone.
- Facilitated seamless integration in just 7 months of 40K SKUs and 50K customers from IT systems of acquired company with 3 direct-to-consumer manufacturing sites serving highly specialized market niche.

EDUCATION & CREDENTIALS

Bachelor of Science (BS) in Accounting – California State University, Northridge ~ Certified PMP ~ Certified Scrum Master
Machine Learning Certificate from Stanford ~ CPA Exam (Passed 4/4 Parts) ~ Certified Private Pilot with Commercial Rating ~
Certified USA Amateur Boxing Coach