

Jonathan Zerden

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Objective:

A position within a fast-paced and dynamic organization that will allow me to contribute my strong technical and operational knowledge while being able to further expand my business process, Internet marketing, strategy and business development expertise.

WORK EXPERIENCE

Athletes' Performance / Core Performance Norwell, MA
CTO

October 2007 – Current

World Wrestling Entertainment Stamford, CT

April 2006 – October 2007

VP Interactive Technology. Position Summary: Oversee the Internet, wireless technology, product management and advertising operations groups, reporting directly to the Chief Operating Officer of World Wrestling Entertainment. Direct the creation of a team to design, build, buy, integrate and maintain various systems to support WWE's large and diverse international fan base. Help to lead the overall product management, strategic business development, online advertising sales and operational aspects of the interactive business. Member of a cross-organizational team that is responsible for the development of the WWE business strategy for new and emerging media distribution techniques and markets.

Key Responsibilities: Creation, implementation and support of one of the most trafficked websites in the world (averaging over six billion page views and six hundred million video streams annually). Strategy, creation and implementation of systems to better monetize and attract new site traffic. Tasked with the creation of a wireless strategy that is expected to be a significant revenue stream within eighteen months. Responsible for implementation and operations of wireless systems such as WAP, digital asset download, DVBH and in-arena text messaging to satisfy wireless strategy goals. Creation and management of technology, project management and operations teams to support significant business growth while remaining agile. Negotiation, implementation and execution of various video syndication deals including: NBBC, Microsoft/XBOX and Google/YouTube.

Significant Accomplishments: Selection and/or implementation of various strategic company initiatives including: Wireless/ XHTML web site (wap.wwe.com) that is integrated (billing and on-deck) with over forty wireless carriers worldwide. Business plan creation, development and marketing implementation of a premium WWE pay-for-use web site. Creation/building of a technology and operational team established around defined processes (agile/scrum) and techniques (XP development) resulting in strategic systems creation. Development and implementation of video asset management strategy and oversight of associated teams to allow for content reuse, resulting in staffing savings and increased revenue, while satisfying the "long-tail" consumer. Creation of a company-wide digital video distribution strategy. Negotiation, integration and implementation of video syndication partnerships to increase WWE content availability, both domestically and abroad.

Publishers Clearing House Port Washington, NY

February 2000 – April 2006

Director Of Technology. Position Summary: Oversee entire Internet, print publishing and security technologies within Publishers Clearing House, reporting directly to the CIO. Built and directed a thirty member team. Managed the profit/loss of pch.com, the thirtieth busiest web site in the world (per Media Metrixx). Managed all aspects of new technology including Intranet, network security, IP Telephony, print/creative process and remote/wireless access. Tasked with aligning and implementing business goals and associated budgets with current and cutting edge technology to achieve market advantages and/or cost savings. Member of internal consulting taskforce charged with studying and suggesting organization and operational changes to reduce costs and increase efficiency across all departments. Member of internal committee responsible for evaluating both vertical and horizontal acquisitions.

Key Responsibilities: Responsible for all negotiations and vendor selection in regards to Internet based technology. Responsible for strategic direction of Internet activities, IP based technology and network/computer security (including language and platform selection.) Responsible for all technology related to the print process including digital asset management, creative automation systems and pre-press production. Tasked with implementing new state of the art electronic security systems and processes. Responsible for working with business development groups to choose and execute various strategic opportunities. Responsible for building and directing a team of approximately thirty employees to develop, manage and operate various technology initiatives within the organization.

Significant Accomplishments: Reduced annual fixed expenditures for the web presences by over eighty-five percent, while simultaneously supporting an increase in transaction by over four thousand percent and an increase in revenue by eleven hundred percent (to approximately fifty million annually.) Consolidated multiple networks and multiple locations to a single centrally managed network, resulting in reduction of costs and complexity. Reduced monthly server hosting expenditure by ninety percent over two years by redeveloping applications with a more scaleable and more manageable architecture. Consolidated many development platforms into a single overall architecture that was able to support multiple languages and systems, thus taking advantage of existing knowledge and infrastructure investments. Opened proprietary mainframe systems to allow for more nimble integration with external partners, as well as setting a platform to permit easier responses to business climate changes. Identified business needs and developed the resulting automation tools that allowed the marketing and creative departments to reduce staff by over twenty percent while continuing to increase sales and new business initiatives. Acted as an internal business consultant to develop, negotiate, select and implement a strategy to move approximately twenty percent of the company to a new state of the art publishing systems, allowing the business to meet the strategic objective of diversifying the current revenue streams without increasing staff.

Triad Communication Washington, DC & New York, NY March 1998 – February 2000
Senior Business Technology Consultant. Sold, managed and created large scale Internet and Intranet applications for companies such as Philip Morris and Blue Cross Blue Shield of South Florida. Set up and managed a LAN/WAN. Added and implemented a firewall and virtual private network for over one hundred internal users. Performed web server maintenance and set up. Worked directly with clients to manage large scale application development including a Philip Morris website with over three million pages. Worked as a sales engineer responsible for understanding client requirements, selecting technologies to meet these projects and selling the project to the customer. Created and deployed File Maker Pro applications in a cross-platform, networked environment. Responsible for all general PC and MAC purchase, set up and maintenance. Responsible for electronic security.

Greenhouse Network/ America On-Line Vienna, VA January 1997 – March 1998
Assistant Web Administrator. Helped launch Love@AOL, the first profitable content based web site on AOL. Participated in research and market analysis to advise senior management on which brands should be developed. Participated in financial analysis of external companies to determine if AOL should purchase or invest. Managed all servers and technology for such well known properties as Planet Out, The Motley Fool, Love@AOL, Entertainment Asylum and Electra. Assisted with the internal NT network administration, and design of IIS network systems. Performed hardware and software upgrades. Tested various programs including Windows 98, AOL 4.0 and Netcaster.

Sound Sensations Paging Baltimore, MD February 1992 – July 1995
Co-owner and Co-founder. Co-founded a wireless communication business while in high school. Responsible for all contracts, leases, marketing, information systems and wireless technology. Within two years was responsible for two retail locations with over seventy five hundred customers. Profitable since inception, with net profit tripling each quarter until sold in 1995. Responsible for identifying and implementing a type of wireless contract that allowed those previously unable to purchase wireless technology to do so and allowing the business to grow quicker then expected.

EDUCATION **The George Washington University School of Business and Public Management**

- BS in Information Systems - 1999
- MS in Information Systems – 1999 (GPA 3.98)

Certification

- SANS GCIH Security Certified

ADVISORY BOARDS

- SB Corner Stones
- MobilePosse

MEMBERSHIPS

- NextNYdigital
- Interactive Advertising Bureau
- Mobile Marketing Association

COMPUTER SKILLS Proficient in the use of Macintosh, IBM PC's, MS-DOS, Windows 3.1, Windows 95, Windows 98, Windows NT, Windows 2000, Windows XP, Windows 2003 server, UNIX (HPUX / Linux / Solaris/Irix), TCPI/IP, NETBEUI, IPX/SPX, Novell, Microsoft Office, Corel Office Suite, Lotus Smart Suite, ArcServ, Visible Analyst, Pascal, File Maker Pro, DNS/BIND, Oracle, Crystal Reports, IIS 3/4/5/6, ListServ, Checkpoint 4.1, Checkpoint NG, IPSO, ASP, ASP.net, Java, C#, SAN, NAS, Visual Basic, J2EE, Java Script, .net framework and HTML. Knowledgeable in the technical aspects of computer hardware and electronic security.