

## CHIEF INFORMATION OFFICER >> VP OF INFORMATION TECHNOLOGY

LARGEST P&L: \$50M TECHNOLOGY BUDGET | LARGEST TEAM: 12 | INDUSTRY: EDUCATION TECHNOLOGY/HIGHER EDUCATION

*Servant leadership style with IT background and training | Delivering a fulfilling product and service to students*

Information Technology executive and strategist with reputation for collaborative leadership, integrity, and direct approach. Fiscal steward and vendor relationship manager who thrives in Lean technology environments, maximizes investment in technology resources, and delivers multimillion-dollar technology savings. Entire career spent supporting, building, and leading education technology delivery. Unique ability to break down complex technical information for non-technical boards and executive leadership teams, consistently winning buy-in for technology advancement, adoption, and deployment at the enterprise level.

✓ Executive Leadership ✓ Strategic Vendor Negotiation ✓ Premier Relationship Building ✓ Technology Systems  
✓ Cost Control ✓ Budgeting/Budget Management & Planning

## SELECT KNOWLEDGE BASE & COMPETENCIES

Technology Operations | Systems & Infrastructure | Telecommunications | Information Technology & Management Best Practices | Software/Hardware Standards | Executive Team Collaboration | Reporting | Vendor Negotiation | Hardware Platforms | Operating Systems | Networking Standards | Systems Migrations | Network Architecture Services | Networking Security | Cybersecurity | Employee Evaluation & Performance | IT Staff Development | Accessible Technologies

## EXECUTIVE CAREER HISTORY & HIGHLIGHTS

**Germantown School District** – Germantown, WI | 2007 – Present | **DIRECTOR OF TECHNOLOGY**

*K-12 School District Serving 4K Students Across 6 Schools*

**Team: 6 Direct & 12 Total | \$50M IT Budget | Total Users in Network: 4,675 | Vendor Relationship Building & Strategy**

**Recruited to oversee technology program across 6-school district.** Expanded and strengthened enterprise technology capabilities in alignment with ambitious organization objectives and curriculum changes. Spearheaded efforts to unlock new technologies and elevate strategies that inspire embrace of technology in public education. Recognized for introducing and maintaining regular hardware replacement for devices deployed across one of the largest public school districts in the state.

- ▶ **Led district-wide pivot to distance learning on one-week notice** due to challenges posed by onset of COVID-19 pandemic.
  - Ensured 4K+ students across district received Chromebooks to ensure access to virtual learning.
  - Sourced Wi-Fi Jetpacks to provide internet access to students lacking at-home Wi-Fi by leveraging previously developed relationships with vendors.
- ▶ **Delivered multimillion-dollar savings, 50% over MSRP, across entire district** through competitive vendor bidding, achieving lowest cost of hardware and services.
- ▶ **Saved 40% on internet access and fiber WAN** by negotiating district-wide E-Rate with the Universal Service Fund and FCC.
- ▶ **Championed 1:1 device/student project** by securing wireless access points in every classroom and leading cross-functional IT and administrative team to secure buy-in from key decision makers; project currently in year-three.
- ▶ **Won schoolboard support for district-wide hardware refresh** by presenting fiscally conservative board with sustainable, four-year refresh cycle leveraging four-year hardware leases to address concerns around outdated technology.

**Strengthened IT Network and Service Delivery Across Network Supporting 4K+ Users**

**Led Transition to Virtual Learning in 1 Week**

**Achieved Multimillion-dollar Savings (50% over MSRP)**

**Saved 40% on Internet Access**

**Secured 1:1 Device Ratio**

*Led one of largest public school districts in WI to achieve stable, reliable wireless network with 1:1 hardware model and introduction of cutting-edge learning devices. Won Distinguished Service Award-Administrator of the year, 2014-2015.*

**EXECUTIVE CAREER HISTORY & HIGHLIGHTS CONTINUED...**

**Central City Cyberschool of Milwaukee – Milwaukee, WI | 2003 – 2007**  
**DIRECTOR OF TECHNOLOGY**

**\$1M IT Budget | Total Users in Network: 430 | Building IT Infrastructure on Lean Budgets & Resources**

**Brought onboard to build information technology capabilities** as sole IT department asset. Directed end user, telephony, internet connectivity, device, and infrastructure support in early adopter distance learning environment. Managed infrastructure across two physical buildings, working directly with administrative team to build and spearhead strategic roadmap for all things IT. Impacted all vendor negotiations and delivered cost savings by understanding federal (FCC) support opportunities for schools serving underprivileged areas.

- ▶ **Saved up to 90% on internet connection costs** by negotiating E-Rate solution based on school’s population of underserved students.
- ▶ **Achieved and maintained 1:1 device ratio** for entire underprivileged student population of 400.
- ▶ **Migrated school to CMS-based website**, enabling classroom teachers higher level of self-service, including updating coursework.
- ▶ **Delivered 60%+ improvement in speed** and efficiency after migrating to latest OX operating system, with no impact on educational delivery.
  - Refreshed entire portfolio of student devices, ensuring student access at the fastest speed possible.
- ▶ **Migrated to 4-G at 50% less cost.**
  - Leveraged E-Rate bidding process to upgrade acquired daycare center with 4-G connectivity at 50% less cost and no cabling requirements, ensuring no disruption in service.

**Built IT Infrastructure for Remote-Based Public Education Provider Serving Underprivileged Population of 400 Students**

**Saved 90% on Internet Services**

**Achieved 1:1 Device Ratio**

**Delivered 60% Increase in Speed**

*Built foundational knowledge in Lean technology operations, vendor negotiation, Apple educational products, and strategies for securing buy-in with executive administration teams in publicly funded/non-profit environments.*

**Additional Career Experience:**

PC Technician (2002 to 2003) | Mequon-Thiensville School District, Mequon & Thiensville, WI

**EDUCATION & CERTIFICATIONS**

**Master of Library and Information Science**, University of Wisconsin-Milwaukee  
**Bachelor of Arts in Political Science**, University of Wisconsin-Milwaukee

**ENDORSEMENTS**

“Marc is an ideal client. He treats us like a valued partner, his expectations are reasonable, and he is a straight shooter.”  
 - Jason Schmitt, Owner, Technology Resource Advisors, Inc. (Vendor)

“It's refreshing to work with such a conscientious talent. Having conducted business with Marc several times, I have witnessed first-hand his passion to research, learn, and consider the outcome affecting his decisions. His technical savviness is beyond the norm; Marc's expertise benefits his District as well as folks like me who place significant value on his forthright and honest feedback.”  
 - Katherine Schultz, Commercial Sales Representative at Badgerland Disposal (Client)

“Aside from his clear value as a "people person," with a high degree of customer service based leadership, he provides excellent overall management. I have had the pleasure of regularly meeting with him to compare technical strategy. It is clear his cutting edge approach to management, coupled with his ongoing technical knowledge, have served Germantown well.”  
 - Nick Roethel, Strategic Executive (Former Co-worker)