

SIMON GRUNFELD

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A highly technical & experienced entrepreneurial manager, with vast experiences in bringing products to market within Financial, Health care, Pharmaceuticals and retail software marketplaces.

AREAS OF EXPERTISE

- Information Technology
- Project Management
- Sales Strategy
- Innovation
- Web / eCommerce
- Product Launches
- Problem Solving
- Leadership
- Online Marketing
- Cloud Technologies
- CRM/ERP Integration
- Team Management

KEY SKILLS ASSESSMENT

PRODUCT & PROJECTS – Expert knowledge of developing a project and launching a product. I've successfully participated in the innovation, planning, execution and launch of Web and Software based products, both in the US and overseas. I've assemble teams of professionals and managed them from inception. I work to determine the most optimal methodology and framework for each development, while looking forward for new technologies that would shape the future outlook of the underlying product and overall landscape.

BUSINESS DEVELOPMENT – Analyze and identify all phases of the sales and client development process. I've managed team members effectively & collaboratively, both in-house and remotely to ensure deadlines & milestones are being achieved. I am very client facing and have a track record in closing B2B/B2C clients in the US and overseas.

PROFESSIONAL EXPERIENCE

NETSMART TECHNOLOGIES, ISLIP, NY

January 2014 – APRIL 2017

ENGAGEMENT LEADER

- Portfolio of 55+ EHR/EMR projects & 20+ resources across a range of Netsmart proprietary products.
- Champion crucial project with budgets in excess of \$6 million & 2+ year engagements.
- Owning the client relationship and engaging client with opportunities and sales transitions.
- Working with engineering on initiatives in Web/Mobile API innovations and SaaS based services.
- I work on all SOW/LOE's and engage clients for additional opportunities.

AQUAVIT PHARMACEUTICALS, NY, NY

2012 – 2013

SVP/ DIRECTOR

- Utilized by the CEO to own all existing & future projects; from sales to marketing, from hiring to budgeting.
- Worked to enhance the online eCommerce and Directory sites (Opencart / WP) for Doctors and specialists.
- Lead a project for architecture & design for a Hardware & Software integration of MAV 403/4.
- Supervised FDA & USPTO submissions by other members of the organization to ensure they were done correctly.
- Managed Cloud/Server Side development & security, with teams in Korea, India & the United States.

GALLANT PARTNERS/FX/VPS, NY, NY

2005 – 2012

FOUNDING MEMBER/CTO/DIRECTOR

- SaaS/PaaS solutions for the FX industry & eCommerce / Web agency work in New York, India & Israel.
- Launched a BVI regulated broker dealer and worked to deploy various Spot FX and Binary Option solutions.
- Developed online marketing and sales; SEO/SEM – PPC/PPM to email marketing and affiliate link marketing.
- Innovated custom Mobile & Desktop trading platforms for US and overseas traders and white label institutions.

E TOUCHWARE, INC., NY, NY

2003 – 2006

BUSINESS DEVELOPMENT MANAGER

- Introduced and closed Cornell U, Purdue U, MacAlester College and Tyco Inc.
- Branded, coined and created the products and services: 'OfficePax' and 'Tirminal' (now called 'Safe-T')
- Lead all web based initiatives around social, SEO, PPC (Internet Strategies)
- Worked with 3rd party billing merchants for payment integration.

KETONE NETWORKS, INC., NY, NY

2002 – 2004

GENERAL MANAGER

- Supervision and assisting on all things IT related (Desktop, Server side, Networking)
- Provided and trained support for Windows and Mac workstations and *nix servers.
- Created work flows for on boarding clients / employee & vendor management.
- Provided basic web development services to clients in need of site updates, DB and ecommerce tasks.

EDUCATION & TRAINING

BS Biochemistry, State University of New York, Binghamton, (1998)
Credits in Security Management, John Jay College, NYC (2000-2001)
MBA track at Roehampton University, London (*ETC 2018*)

Applications:

MS Office Suite, Sharepoint, MS Project, Dreamweaver, Fireworks, Bloomberg, Metatrader, eSignal.

CMS:

Wordpress, Drupal, Joomla, Yammer

SaaS/PaaS:

SalesForce, SugarCRM, cPanel, JIRA, Basecamp, Asana

Marketing:

Google Analytics for SEO/SEM, PPC/PPM/PPA, SeNuke

Networking:

LAN/WAN, VPN, DNS appliances, Routers, Hubs.

Security:

Biometrics, SIEM, IPS, IDS, HIPAA/SOX/PCI best practices.

Web:

HTML/CSS/PHP/MySQL/FLASH/ JS

eCommerce

OpenCart, OsCommerce, Magento, Zencart, Woo (WP), Paypal, Skrill, UnionPay, Chinova, OK coin (Bitcoin)

Expired Series 3 license (NFA # 0376633)
 Bilingual – English & Hebrew (Dual citizenship)
 2009 Rackspace Customer advisory council member
 Former Yahoo Ambassador (SEM)