

MANNY BERRIOS

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EXECUTIVE SUMMARY

SENIOR INFORMATION TECHNOLOGY EXECUTIVE with 30 years of experience developing Internet media, electronic commerce, financial services, and advertising solutions. I've covered roles as - Founder, Chief Technology Officer, Chief Information Officer, and SVP of Technology within Internet startups and top-tier public technology companies. I specialize in developing enterprise solutions for on-line product strategies and growing businesses' intellectual property value. I have extensive leadership, team-building, decision-making, communication and interpersonal skills. I'm passionate about innovating with technologies and partners, and helping teams deliver projects with cost-effective results and professional quality.

- C-suite executive with extensive software development and operational experience with multiple market successes. Strong emphasis on; advanced distributed computing methodologies, building high volume tier-1 cloud infrastructures, enterprise security standards, big-data management and building on-line advertising platforms.
- Responsible for growth and management of technology operations within Internet startups and top-tier technology companies.
- Comprehensive experience building, leading and aligning engineering teams with organizational priorities and driving intellectual property growth across various programming and architectural disciplines.
- Several years researching cognitive behavioral neuromarketing strategies with pattern recognition, big data streams and machine learning.
- Adept at effective management of business mergers and acquisitions.
- Responsible for multi-million dollar P&L's.
- Holds several advisory and board of director positions.

CORE AREAS OF EXPERTISE

- Technical Program Management
- Agile Methodologies, Scrum, Traditional
- Team Growth, Development & Leadership
- Advanced TV Solutions, OTT Platforms
- Mobile Strategy, Design and Development
- Strategic Business & Product Planning
- Infrastructure Optimization and Management
- Software Design & Architecture Management
- Technology Evangelist
- Recruiting & Retaining Top Talent
- Mergers & Acquisitions
- IP Creation/Management, Patent Creation
- Technical Business Process Improvement
- Advertising, Internet Media, E-Commerce
- Cloud Solutions & Innovations
- Large Scale Data Aggregation

KEY ACCOMPLISHMENTS

- CTO of UGO Networks Inc. an AD network and gaming portal. Raised \$68 million in venture funding, scaled to 220+ FTEs, and acquired by Hearst Corporation.
- Built and managed global data centers providing tier 2 & 3 Internet services. UGO Technology Solutions.
- Co-Founder/CTO of a software development consultancy, created enterprise software development solutions for a multitude of industries, increased revenue by 40% y-o-y. Company merged into AdFast Media Inc.
- Co-Founder/CTO In2apps.com, SaaS Platform offering a Distributed Application Development framework, GRID computing facilities for creating Distributed rich Internet Application. Raised \$3.5 million; acquired by Adgregate Markets Inc.
- Created the first distributed e-commerce advertising solution; set industry standard for certification by McAfee and Symantec.
- Designed and developed new advertising pacing + caching algorithms, delivering brand messages within 'Breakthrough Moments' through Emotional Targeting methods. Serving billions of global messages monthly.
- Helped Brightline.tv raised 20 million in venture funding to designed and develop the first industry standard for OTT cross-platform delivery of addressable, engageable and personalized advanced TV advertising. Developed BrightLine.tv into the leader of OTT AdTech with Interactive, Addressable and Measurable advanced TV AD formats. Providing the only fully horizontal OTT Household Data Graph services.

PROFESSIONAL EXPERIENCE

LivePerson works with brands everywhere helping them build trusted Conversational AI relationships. Their Conversational Cloud platform empowers consumers to stop wasting time on hold or crawling through websites, and message their favorite brands with their direct intentions. LivePerson is driving a new conversational era by helping the world's largest brands connect with their customers at scale through AI-powered messaging.

- As the SVP of Technology, Head of Cloud Transformation, I worked closely with the Global Product & Technology leads, I led a team of experts focused on LivePerson's global cloud expansion, Computer-Human Interfacing (CHI) innovations, building deep industry relationships, evangelizing developer communities and guiding LivePerson's growth towards the public and hybrid clouds.

- Established BrightLine as the leading addressable, engageable and customizable ad solution, products and analytics architected exclusively for connected TV and OTT services.
- Lead overarching technology strategy/vision, architectural design, implementation, system integrations and production support for all cloud platforms and software development kits (SDK).
- Created an AD product suite which delivers engageable experiences on connected TV, mobile and Web with native SDK's supporting VPAID/VAST 2/3/4.
- Hired and managed engineering teams responsible for creating all BrightLine's solutions and products;
 - Production cloud based micro-services architecture framework.
 - OTT and Mobile SDK/Web API advertising thin client.
 - OTT and Mobile targeting/data aggregation facilities.
 - Big-data insights and business intelligence operations.
 - Household Data graph, profiling and segmentation data broker integrations.
 - Real-time event based metrics analytic system.

Key technologies managed:

- C#, Java, X-CODE, MVC, Web API, JavaScript, Redis, Cosmo DB, SQL Server 2018, ADF, AI, Azure ML pipelines.
- Globally distributed across six Azure enterprise data centers cloud consuming PaaS/IaaS/SaaS service, Event Hubs, Stream analytics, machine learning, mobile notifications and streaming media services.
- SSIS, SSAS, SSRS, OLAP Cubes and SQL DataMart's.
- Atlassian suite of products for SDLC management and continuous integration/deployment.
- Office 365 suite of enterprise SaaS, SharePoint for team collaboration.
- Power BI, for hourly business intelligence and KPI monitoring.

- Established MediaBrix as a leader in mobile gaming advertising, maintaining +50% margin on all products.
- Led overarching technology strategy, architectural design, implementation, and production support on advertising platform for web apps and mobile games.
- Created a proprietary suite of products which deliver immersive brand experiences during user Breakthrough Moments (BTMs) within web or mobile native SDKs through the utilization of Emotional Targeting methods
- Hired and managed engineering teams responsible for all MediaBrix's global solutions and products.

Key technologies managed:

- C#, Java, X-CODE, MVC, Web API, JavaScript, Redis, MongoDB, SQL Server 2012, document DB.
- Globally distributed across nine Azure enterprise data centers cloud consuming PaaS/IaaS/SaaS service, Event Hubs, Stream analytics, machine learning, mobile notifications and streaming media services.
- SSIS, SSAS, SSRS, OLAP Cubes and SQL DataMart's.

Adgregate Markets | Sausalito, CA
Chief Technology Officer

2009 – 2011

- Managed technical vision, strategy and resources, developing the Adgregate Market SaaS platform, powering distributed commerce for global consumer brands and top e-retailers across web, mobile and social.
- Led the design, delivery and market roll out of:
 - Full transactional e-commerce capabilities within ad units, mobile devices, social media and embeddable widgets.
 - Advertising campaign management platform and secure advertising units which offered proactive protection against malware and spyware. Truste, McAfee and Symantec certified.
 - Open REST API allowing for easy integration with external applications, enabling third-party developers to utilize internal systems.

Key technologies managed:

- C#, PHP, Ruby, Rails, Java, MVC, RPC/XML, MySQL, SQL Server 2008
- Solr, Lucene.
- Bi-Coastal redundant co-location data center facilities.

AdFast Media LLC (D.B.A in2apps.com) | New York, NY
Co-Founder, Chief Technology Officer

2005 - 2009

- Raised +\$3 million, acquired by Adgregate Markets.
- Built an asynchronous IO micro service computing infrastructure modeled on parallel processing, distributed computing and a generic REST API framework.
- Created an agnostic application and data delivery platform supporting high traffic/high volume distributive rich internet application (DRIA) processing.
- Designed and developed a no-code framework and API's that were utilized by web publishers to help manage the physical layer, application layer, database layer and business processing layer for their DRIAs.

InTRUST Technologies | New York, NY
Co-Founder, Chief Technology Officer

2001 - 2005

- Drove sales and overall business strategy offering complete technology infrastructure and application development services. Merged into AdFast Media LLC.
- Led the technical and engineering team's consulting efforts, on information architecture designs, computer security implementations, application development and building network infrastructures for a variety of different industries.

UGO Networks Inc. | New York, NY
Chief Technology Officer

1996 - 2001

- Built UGO's global technology infrastructure, managing development and engineering efforts of 150+ technologists and several third-party consulting firms.
- Raised \$68 million in 5 rounds.
- Oversaw five subsidiary businesses which Aggregated and built e-commerce, gaming, AD network of gaming content-related websites targeted toward an 18 to 34-year-old male demographic; Playlink, GameDealer.com, UGO Technology Solutions, UGO.com and UGO Networks.
- Architected, built and managed the data centers of UGO Technology Solutions, a service provider for hosted and managed services.
- Developed UGO's advertising distribution network, which served over 8 billion ads monthly.
- Developed UGO's Affiliate Enterprise Management System (A.E.M.S).
- Purchased by Hearst Corporation for over \$100 million.

Integration Consortium Communications Media & Technology Jersey City, NJ Director of Security Systems and Engineering	1995-1996
Lehman Brothers Jersey City, NJ Senior Security Engineer	1994-1995
VideoGraf Media New York, NY Programmer/Network Engineer	1990-1994

PATENTS

- VARIOUS METHODS AND APPARATUSES FOR COMPLETING A TRANSACTION ORDER THROUGH AN ORDER PROXY SYSTEM - United States Patent # 20110085667.
- VARIOUS METHODS AND APPARATUSES FOR SECURING AN APPLICATION CONTAINER - United States Patent # 20110099088.
- VARIOUS METHODS AND APPARATUSES FOR PREVENTING DISTRIBUTION OF MALWARE THROUGH AN ADVERTISING SYSTEM.

TRAINING & EDUCATION

- Computer Graphics and Design, Graphic Communication Arts - 1992
- Bell Labs Communications, Networking Security and Implementation – 1995
- Checkpoint Security Engineer Certification - 1994
- Computer Science, Computer Graphics, New School for Social Research – 1996