

JOHNNY NEGRETTI

eBusiness Strategist, Innovator, Leader, Blogger, and Geek

(619) 908-0573

johnny@negretti.com
San Diego, CA 92128

Award Winning Innovator in Ecommerce, Management, Creative, Global Marketing, Engineering, Social Media.

HOW I STAND OUT

- o Successful Founder of a \$2.4 million venture capital startup in targeted advertising and social media analytics.
- o Successful career in corporate and interactive agencies from Engineer, Marketing, Manager, Director, Founder.
- o Lead Engineer and API Architect of award winning ecommerce platform Miva Merchant.
 - o 200,000+ installations. Used by Monster.com, eBay, PayPal, MapQuest, Honeywell, Dell, Yahoo!, XO.
- o Accomplished track record establishing & executing innovative projects to drastically reduce operational costs.
- o Global marketing and business development experience with strong hands-on technical experience in software engineering, IT infrastructures, which gives me the ability to bridge the common gap between Marketing and IT.
- o Involved in marketing, technology, and social media communities, advisory boards, and leadership roundtables.
- o Active blogger on new and emerging technology trends, social media, market insight, and industry forecasting.

PROFESSIONAL EXPERIENCE

STARTUP FOUNDER

2008 – Present (Recently Acquired)

Ideable Networks, LLC <http://www.ideable.com/>

San Diego, CA / San Francisco, CA

- Summary*
 - o I had an idea on real-time targeted advertising using social media data analytics, secured venture capital, formed a social media startup which was then successfully acquired in August 2009.
- Management*
 - o Establish a new company from the ground up with a \$2.4 million venture capital investment.
 - o 8+ global resources in San Diego CA, San Francisco CA, and India across 30+ client projects.
- Highlights*
 - o Founder, Lead Architect, and Engineer of SocialSimple, an innovative and proprietary framework that deep analyzes real-time social media data activity to produce unique behavioral patterns of an individual user which are then used for personalized advertising and targeting marketing.
 - o Hands-on web development and iPhone application development utilizing web services APIs of Twitter, Facebook (Facebook Connect), Flickr, MySpace, Google OpenSocial, YouTube, LinkedIn, Plaxo, TwitPic, Yahoo!, Wordpress, Drupal, Friendster, Meetup, Yelp, OAuth, and many others.
 - o Strategize with new business development leads and clients on technical and marketing projects.
 - o Collaborative planning with investors, staff, leads, clients, partners, and advisory board for group buy-in on marketing strategies, business plans, growth strategies on new and existing projects.
- Portfolio*
 - o 20+ websites, blogs, proprietary web platform, frameworks, web applications, web services in Object Oriented PHP, HTML, CSS, JavaScript, Ajax, SEO, XML, REST, with MySQL and Linux (LAMP).

DIRECTOR, ENTERPRISE WEB SOLUTIONS

2008

Hitachi (Stock Quote: HIT) <http://www.hitachi.com/>

San Diego, CA / San Francisco, CA

- Summary*
 - o Hired to manage and lead a new division created by an executive committee (CEO, COO, CIO, CMO) to unify all web IT and web marketing resources and projects across entire enterprise to streamline processes, reduce project costs, and improve the online customer support experience.
- Management*
 - o Lead and established first executive sponsored division of consolidated web departments and web IT projects for Hitachi Data Systems, a global \$2.6 billion/yr subsidiary of Hitachi, Ltd., the \$112 billion/yr parent company of 400,000+ employees
 - o 45+ global resources in San Francisco CA, San Diego CA, and India across nine (9) IT projects.
- Highlights*
 - o Provide executive leadership for development, implementation, and communication of strategies, statements of work, departmental budget, and establishing new policies and procedures within

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- context of web development, technologies, architecture, and global web marketing.
- o Frequent travel to evangelize and socialize support and buy-in from executive management, multiple business area executives, and key stakeholders on IT driven projects to modernize enterprise wide web technologies, unify cross-department web resources, reduce operational cost, and to significantly improve the online customer support experience.
- o Oversee all aspects of development and strategic roadmaps for corporate wide Single Sign-On (SSO), content management systems (CMS), knowledge base systems, collaboration tools, source control (CVS), global search, online marketing solutions, and web technologies.
- o Campaign support for social media, emerging technologies, and educate through industry trends.
- o 150+ websites, blogs, wikis, intranet, SharePoint, frameworks, web applications, web services, localization in Java/J2EE, JSP, Hibernate, Spring, ColdFusion, HTML, CSS, JavaScript, Ajax, .Net, PHP, XML, REST, SOAP with Oracle, MySQL on Microsoft SQL Server, Windows, Sun Solaris, Linux.

Portfolio

DIRECTOR, WEB DEVELOPMENT & INTERACTIVE MEDIA

2007 (Entire Company Folded)

Interactivate, Inc. <http://www.interactivate.com/>

San Diego, CA / Irvine, CA

- Summary** o Hired as first web manager tasked to streamline and innovate processes and web infrastructure.
- Management** o Web engineering, flash, web infrastructure and QA for a global \$45 million/yr interactive agency.
 - o Ranked San Diego's largest interactive marketing agency (2007).
- Highlights** o 25+ global resources in San Diego CA, Orange County CA, Denver CO, and Argentina.
- o Worked closely with account executives and clients on projects including marketing strategies, requirements, project plans, innovating legacy infrastructures, pricing of services and ROI.
- o Collaborate with executive management to identify & define new business initiatives and service.
- o Campaign support for social media, emerging technologies, and educate through industry trends.
- Portfolio** o 200+ websites, portals, blogs, wikis, email campaigns, ecommerce solutions, localization, content management (CMS), web applications, and web services developed in PHP (Object-Oriented), ASP, .Net, Flash, HTML, JavaScript, ActionScript, CSS, Ajax, Adobe Air, Perl, XML, REST, SEO, Java/J2EE, Wordpress, Drupal with MySQL and Microsoft SQL on Windows and Linux web servers (LAMP).

MANAGER, WEB CREATIVE & WEB ENGINEERING

2006 – 2007

Modern Postcard <http://www.modernpostcard.com/>

San Diego, CA

- Management** o Lead and established first consolidated e-Business group of all web resources (web development, web creative) for Modern Postcard, a \$40 million/yr direct mail print marketing agency.
- Highlights** o Provide leadership in the areas of interactive design, web development, ecommerce innovations, strategic planning, customer trends, competitive research, VDP, and direct marketing campaigns.
- o Worked closely with account executives and clients on projects including marketing strategies, requirements, project plans, innovating legacy infrastructures, pricing of services and ROI.
- o Campaign support and buy-in from multiple business areas to modernize enterprise wide web technologies, reduce operational cost, and to improve the online customer buying experience.
- o Project management of multiple, complex business initiatives, managing report status, schedules, milestones, resources, risk assessment, project budget, ROI estimates, quality control, and lifecycle from concept and proposal through execution and delivery.
- o Campaign support for social media, emerging technologies, and educate through industry trends.
- Portfolio** o 40+ websites intranets, portals, blogs, wikis, affiliate websites, CMS, email and direct-mail campaigns, variable data printing (VDP), web applications, and web services developed in PHP, HTML, CSS, Flash, JavaScript, Ajax, ASP, .NET, XML, WebObjects (Java), REST, and Perl with Microsoft SQL Server and MySQL on Windows, Sun Solaris, and Linux web servers (LAMP).

MANAGER, WEB MARKETING & WEB DEVELOPMENT SERVICES

2003 – 2006

ViaSat, Inc. (Stock Quote: VSAT) <http://www.viasat.com/>

San Diego, CA / Atlanta, GA

- Management** o Lead and established first web development and web marketing department from the ground up for ViaSat, a global \$930 million/yr technology company, 2,000 employees.
- Highlights** o Collaborate and strategize with cross-departmental management, Sarbanes Oxley process, multiple business areas, and key stakeholders on IT driven projects to modernize enterprise wide

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- web technologies and reduce operational cost.
 - o Development of strong relationships and partnerships with other functional groups, business areas, and vendors to ensure successful collaboration, executive buy-in, and execution of business driven projects and initiatives.
 - o Independently designed and developed enterprise content management solution to manage websites, intranets, blogs, extranets, web applications, access permissions, and secure content.
 - o Campaign support for social media, emerging technologies, and educate through industry trends.
 - o 30+ websites, intranets, extranets, portals, blogs, wikis, email campaigns, ecommerce solutions, application modules, CMS, web applications, and web services in PHP, HTML, CSS, JavaScript, Ajax, ASP, .NET, ColdFusion, Flash, Perl, JSP, SEO, RDMS, XML, XAML, Drupal with MySQL, Oracle, and Microsoft SQL Server on Windows, Solaris, and Linux web servers (LAMP).
- Portfolio*

LEAD WEB DEVELOPER

2002 (Contractor)

Cox Communications (Stock Quote: COX) <http://www.cox.com/>

San Diego, CA / Atlanta, GA

- Highlights*
- o Improved workflow to produce more cost-effective development standards and procedures.
 - o Worked closely with Sales and Marketing staff to promote products, services, sales leads, and events to online users, customers, subscriber community, and business partners.
 - o Senior developer of corporate websites, microsities, extranets, customer web portals, custom CMS tools, web applications, and web services in ASP, .Net, PHP, HTML, JavaScript, CSS, Ajax, Perl, XML, DHTML, SEO, and Flash with Microsoft SQL Server and MySQL on Windows and Linux web servers.

MANAGER, SOFTWARE DEVELOPMENT

2002 (Contractor)

KFKI Systems, Inc.

San Diego, CA

- Management Portfolio*
- o Management and leadership of a global staff of web designers, web engineers, quality assurance.
 - o Responsible for and hands-on engineering, ecommerce solutions, web applications, and web services in Miva Script, PHP, Perl, HTML, CSS, JavaScript, Ajax, WAP/WML, XML, XSLT, XAML, SOAP, and SEO with Microsoft SQL Server and DBF III on Linux web servers.

LEAD WEB ENGINEER, API ARCHITECT, PRODUCT EVANGELIST

2000 – 2002

MIVA Corporation (Stock Quote: MIVA) <http://www.miva.com/>

San Diego, CA

- Highlights*
- o Lead Engineer and API Architect of award winning ecommerce software Miva Merchant.
 - o Re-engineered modular API architecture and designed an improved architecture for performance.
 - o Responsible for architectural design and application development of an automated software installation system, product authentication and license allocation system, dynamic user interface framework, and other B2B / B2C web applications and tools.
 - o Key representative and evangelist for various company products, including providing programming guidance to community developers through forums and development conferences.
 - o Development of websites, intranets, portals, custom CMS, ecommerce solutions, localization, web applications, and web services in Miva Script (Object Oriented), ColdFusion, PHP, HTML, CSS, JavaScript, ASP, Perl, C++, XML, SEO, RDMS, and Flash with DBF III, Oracle, Microsoft SQL Server, and MySQL on Windows and Sun Solaris servers.

SENIOR WEB DEVELOPER, DATA ARCHITECT

1996 – 1999

Varigon, Inc.

San Diego, CA

- Highlights*
- o Developed websites and desktop applications in ASP, ColdFusion, C++, Miva Script with DBF III.

PROFESSIONAL EDUCATION

2008 – 2009 University of California, San Diego
1992 – 1996 San Diego Mesa College

Project Management Certification (PMP) San Diego, CA
Mechanical Engineering San Diego, CA

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SOCIAL MEDIA PROFILES (Partial List)

LinkedIn: <http://www.linkedin.com/in/jnegretti> (500+ connections, 32 recommendations)

Blog: <http://www.negretti.com/johnny/>

Twitter: <http://twitter.com/jnegretti> (830+ followers, 1,500+ updates)

Flickr: <http://www.flickr.com/people/jnegretti>

Facebook: <http://facebook.com/negretti> (1,200+ friends)

PROFESSIONAL PORTFOLIO (Partial List)

Product Management / Project Management / Software & Web Development / Web Design / User Experience:

SocialSimple (own product)
targeted marketing through social media data analytics

TwitBug
social media photos sharing mobile application

Hitachi Enterprise Portal
streamlined online support web systems enterprise wide

Modern Postcard VDP
variable data printing for direct mail client campaigns

SocialJax (own product)
PHP framework (OO), social media API code libraries

WebPoint
military in-field content management system extranet

Miva Merchant
award winning, industry leading ecommerce platform (200,000+ installs)

Modern Postcard NEMO
automated web-to-print operations workflow

Quality8 (own product)
user experience analytics and quality assurance automation

VEEO Manager
ecommerce plugin subscriptions and downloads

Miva Now
ecommerce software trial to purchase automation

Modern Postcard OOS
print agency ecommerce

ViewBug
cash rewards program for social media sharing

San Diego Insider
popular community portal for San Diego, CA

TemplateUI
ecommerce template API

Modern Affiliate OOS
white label ecommerce

iPhone applications
mobile sporting games

Wordpress
various blogging plugins

Network Mailer
franchise marketing platform

Modern Final Approval
print agency workflow automation for clients

negretti.com, socialsimple.com, viewbug.com, modernpostcard.com, hds.com, sunkist.com, kapalua.com, avocado.org, avohq.com, avocadocentral.com, sdinsider.com, interactivate.com, lyonhomes.com, viasat.com, summerlin.com, irvineranch.com, jencycraig.com, johnlainghomes.com, printandmailcenter.com, soyconnection.com, cox.com, coxsandiego.com, 4sd.com, purefinancial.com, verrado.com, trunkorganizer.com, ideablue.com.

WRITTEN RECOMMENDATIONS (Partial List)

"demonstrates that you and I, the end users, are his number one priority" – **Colleen M.**, Production Manager, 2009 (Colleague)

"He could synthesize an entire web architecture almost intuitively" – **Greg W.**, Product Development Director, 2008 (Colleague)

"a tremendous asset in strategic leadership and technological vision" – **Anthony L.**, Chief Technology Officer, 2007 (Supervisor)

"technically very savvy but also has a strong business sense, a terrific combination" – **Britt S.**, CEO, 2009 (Recruiter)

"He's a visionary who turns complicated and mundane into inspiring and simple" – **Marzena K.**, Creative Director, 2009 (Business Vendor)

"doesn't see obstacles as limitations, but rather as opportunities for finding innovative solutions" – **Jeremy R.**, Sales Engineer, 2009 (Colleague)

"interactive strategies and foresight to take social networking to a new level" – **Matt M.**, Client Services Director, 2009 (Colleague)

"self motivating and extremely knowledgeable in all things web-related" – **Gordon D.**, IT Director, 2006 (Supervisor)

"He is a passionate, experienced, talented individual who both inspires and leads" – **Dan B.**, Web Creative Manager, 2008 (Colleague)

"He took each challenge head on by investigating the root causes" – **Scott B.**, Director of Operations, 2008 (Colleague)

"motivated, intelligent and innovative internet visionary who is well versed in the Web 2.0 landscape" – **Justin C.**, Projects, 2009 (Colleague)

"He is truly a rockstar in the technology field and never accepts 'no' as an answer" – **Jon C.**, SEO Manager, 2008 (Colleague)

"I asked him to autograph it, and I taped it to my desktop. It's that good." – **Scott D.**, Company Co-founder, 2007 (Colleague)

"one of the key people in San Diego who has a defining passion and niche for new & emerging web technologies" – **Junior T.**, 2008 (Recruiter)