



# JOHN EDWARD TRAIL

## BIOGRAPHY

**John Edward Trail** is a highly motivated, creative and hands-on technology executive with years of industry experience leading the innovation, design, and development of high technology products while improving processes and procedures to drive revenue, efficiency, and market share.

John is currently acting as a professional freelance business consultant.

A couple of John's recent endeavors included the role of Chief Technology Officer with PRIMARQ/REMARQ. Which is a startup that has created an exciting new technology driven investment and finance platform that can change the landscape of the real estate and mortgage industries. He also served as an Online and Information Technology Consultant with The Center for Regenerative Design & Collaboration. CRDC is a startup which has created several innovative processes to take waste plastic and recycle/repurpose it into quality building products.

In 2006, John created Trail Associates and directed it's success for more than 10 years. TA was created to meet the growing cross-industry needs for high quality creative, online, media, technology and business services. During this time, he generated steady growth, assembled a team of skilled professionals, developed a network of strategic partnerships, and had the opportunity to do a lot of exciting work for a growing list of clients.

In addition, John has had the pleasure of working with many clients across a very wide range of industries, including companies such as USA Today, NBC, ExxonMobil, Cardozo Law School, Performix, National Jewish Health, National Football League (NFL), Olympus, Panasonic, Emerson Radio, Quantcast, Tequila Avion, Tommie Copper, and many others.

Having been involved in the real estate and finance industries for many years, including having his real estate license and being involved in the secondary mortgage markets; he excitedly had opportunities to work with and create custom multimedia and online interactive solutions for a number of companies in the residential and commercial real estate, investment, and finance markets. Companies like The Carlton Group, Calvert Investments, Johnson Capital, Charles Schwab, Amtrust Financial, Prudential, MasterCard, Chase Bank, Dow Jones, Metis Financial Network, Constellation Value Protection, PRIMARQ/REMARQ, Sirius Advisory, RM Capital Group, Citibank, CapitalOne, and more.

1843 Main Street  
Northampton, PA 18067

o: [\(570\) 484-8361](tel:(570)484-8361)

m: [\(570\) 234-7947](tel:(570)234-7947)

skype: [john.trail69](https://www.skype.com/people/john.trail69)

[me@johntrail.com](mailto:me@johntrail.com)

<https://johntrail.com>

linkedin: [in/johnedwardtrail](https://www.linkedin.com/in/johnedwardtrail)

facebook: [johnedwardtrail](https://www.facebook.com/johnedwardtrail)

twitter: [@johnedwardtrail](https://twitter.com/johnedwardtrail)

John has a great relationship with and continues to work with The Carlton Group, an international real estate investment bank that specializes in equity and debt placement, commercial loan restructuring, and commercial and residential loan sales. Amongst the many projects they worked on together, they developed a couple of exciting new platforms; the development of The Carlton Exchange, a robust online international marketplace to facilitate international debt and equity investment advisory, transactions, and deal execution. And more recently, Carlton Crowd Fund, an online real estate investment and finance crowd funding platform.

Over the course of his career to date, John has collaborated and worked with many companies in the Pharmaceutical and Biotechnology industries. Companies such as Merck & Co., Bayer Healthcare, Lilly, Amgen, Duramed, Teva, Schering-Plough, Roche, and many others.

Before completing his schooling, John landed a paid internship which would be the “launching pad” of his career. Upon completing school, he was immediately hired as a Junior Developer by the same managed care education and multimedia company. And within a couple of years his passion, commitment, motivation and hard work moved him into the positions of Director of Web Technologies and Director of Information Technology. There he successfully directed and managed several multi-disciplined teams in the creation of custom online solutions for the Pharmaceutical and Biotechnology industries. In this capacity, John was responsible for direction of all online/web-based projects from concept to deployment. He was also responsible for all aspects of the company’s Information Technology Infrastructure. An important function in this role was the custom design, development, and deployment of server environments that met and exceeded the stringent legal and technical specifications of the pharmaceutical and biotechnology industries.

As Director of Web Technologies and Director of Information Technology, John spearheaded and directed the creation of several centralized data management systems that combined all company data collection sources into a single integrated online intranet system. This system became an integral part of the company’s overall business activity, processes and daily functions directly increasing the company’s efficiency and profitability.

Building upon the success of his custom data management systems, he directed the active transformation of key components of the Data Management Systems into a new robust enterprise level and data driven Online Sales and Marketing Tool for the Pharmaceutical and Biotech industries. The development and implementation of this innovative new online product doubled the company’s annual revenue within the first year of sales and became one of the company’s top producing signature offerings, selling at a market price of approx. \$1M per install.

John also has had the unique pleasure of working with many domestic

and worldwide Advertising and Interactive Agencies as a freelance consultant. Working with renowned companies such as Euro RSCG, Jack Morton, Cossette Communications, Ogilvy – CommonHealth, Qi Interactive, EVB , Dowden Health Media, Flat Inc., Agency M, Source Communications, Corr Jensen, SuperNova, and many others.

John is currently living in Northampton Pennsylvania in the middle of the Lehigh Valley. He spends as much quality time as possible with his family and good friends.

And he enjoys music, the creative arts, technology, art, poetry, hiking, bicycling, reading, studying, world history, American history, cooking, and more.