



1843 Main Street
Northampton, PA 18067

o: [\(570\) 484-8361](tel:5704848361)

m: [\(570\) 234-7947](tel:5702347947)

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

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)

INTRODUCTION

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.

Visionary, change agent, and problem solver with a passion for technology. Adept in grasping top-level business objectives as they translate into concepts, design, development, and implementation of creative and interactive solutions to exceed client needs and goals.

JOHN EDWARD TRAIL

EXPERIENCE

An experienced professional whom has successfully performed many roles in his industry. *Some of those roles include (but not limited to): Business Consultant, Chief Technology Officer, Director, Project Manager, Architect, Designer, Developer, Programmer, Animator, Information Technologist, and Marketer.*

Exceptional strategic short-range and long-range business planning and execution abilities.

Proven results in large-scale, mid-scale, and small-scale innovative product and service development and deployment. *Experience includes (but not limited to): client discovery, RFP, architecture, design, marketing, websites, online applications, mobile applications, data management systems, content management systems, interface design, database design, ecommerce, network infrastructure, branding, graphic design, print and layout design, marketing, sales, training, customer service, trade shows and events.*

INDUSTRIES

Well versed in creation of technology strategies, products, and services in both the Business to Business (B2B) marketplace and the Business to Consumer (B2C) marketplace.

Proven ability to listen, understand, and learn about each client's specific industry and the challenges they face in those industries. Effective at interpreting and translating those needs into industry specific technology driven solutions to meet the client's business needs and goals. Industry experience includes (but not limited to): Consumer, Retail, Ecommerce, Finance, Real Estate, Banking, Investment Banking, Wealth Management, Mortgage, Pharmaceutical, Biotechnology, Healthcare, Medical, Health & Wellness, Sports, Education, Energy, Military/Government, Architecture, Hospitality, Publishing, and Charity/Non-Profit.

PROFESSIONAL EXPERIENCE

2018-Present

John Edward Trail • Northampton, PA
Business Consultant

2006-2017

Trail Associates • Northampton, PA
Entrepreneur

Responsible for the direction, growth, and success of Trail Associates. Including the directing of all business development, developing a cohesive team of creative and technology professionals, and a network of strategic partnerships. Delivering top quality creative and interactive products and services across a diverse and growing list of industries and clients.

RESULTS:

- In business for more than 10 years.
- Generated solid and steady business growth.
- Assembled a cohesive team of skilled professionals.
- Developed a network of strategic partnerships.
- Created an extensive and diverse portfolio of work.
- Had the opportunity to work with a wide range of clientele across multiple industries.
- Successfully created the next generation University news site and content management system for Stevens Institute of Technology. The site and CMS became the foundation for all five of their Universities and all secondary and support websites for the school and school organizations.
- 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 we worked on together, we 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.
- Successfully developed the templates and framework for a large corporate online communication and collaboration system for IBM/Lilly. The project was a huge success upon launch with over 73,000 registrants and 31,000 posts recorded from around the world within the first 72 hours.
- Created a new online fundraising platform from concept to deployment for a brand-new startup. Within the first year of being in business, the platform had grown exponentially and boasted a total of over 200,000 unique registered users. Also provided all company branding, websites, email marketing, printed marketing,

and trade show graphics. And directed all information technology infrastructure for the platform and company.

- Designed, developed, and integrated a number of custom HTML email marketing pieces and ongoing campaigns for a wide range of clientele. Companies included (but not limited to): Letgo, USA Today, Verizon, Verizon Foundation, UPS, CapitalOne, UnitedLex, Quantcast, SlimFast, British Footwear Association, Channel One, Pearson Benefits, Boehringer Ingelheim, Lilly, Bayer, Merck, and others.

2014–2017

PRIMARQ/REMARQ • San Francisco, CA
Chief Technology Officer

Responsible for establishing the company's technical vision and leading all aspects of the company's online and technology development. Collaborating and working with the Executive Management team to drive the company's strategic direction and development for future growth.

2016–2017

The Center for Regenerative Design & Collaboration • Costa Rica
Consultant - Online and Information Technologies

Providing professional consultation and establishing the company's technical vision. And took the lead in all aspects of the company's online and technology development. Collaborating and working with the Executive Management team to drive the organization's strategic direction and development for future growth.

1999–2016

Pinsonault Associates • Flanders, NJ
Web Director and Information Technology Director

Responsible for directing the conceptualization, design, development, and implementation of all online/web-based projects, including websites, web portals, web applications, online learning applications, enterprise applications, email marketing, online marketing, ecommerce, intranets, extranets, database applications, statistics, and usage tracking.

Responsible for all aspects of the company's Information Technology and Infrastructure. Including capacity planning, design, development, expansion, maintenance, upgrades, compliance audits, security, real time server backups, tape backups, multiple server environments, connected collocated server environments, disaster recovery, internet technologies, software, licensing, hardware, service providers, acquisitions, vendor relationships, internal networking, external network access (VPN), servers, user laptops, user workstations, telephony, voicemail systems, security systems, alarm systems and all other electronic devices and peripherals.

Directly responsible for the design and development of server environments that meet and exceed the stringent technical specifications of the pharmaceutical and biotechnology industries. These environments were built to house and deliver client's custom-built online portals, intranets, web sites, learning applications, and other enterprise applications.

Responsible for providing direction and management of multiple multi-functional teams in the conceptualization, design, development, customization, implementation, and maintenance of "Today's Accounts", a customizable online sales and marketing enterprise application for the Pharmaceutical and Biotech Industries.

Successfully worked at the intersection of the company's business and technology needs. Responsible for all Trade Show booth management, acquisitions, storage, shipment and setup. Coordinated and planned with company Executives and construction crews concerning spacing and cooling needs for new server rooms, as well as other necessary considerations for the multimedia department and the company's technology infrastructure for the new expansion and changes to the headquarters building. Hired, coordinated, and managed the wiring of the entire building from scratch to meet the company's new and expanded telephony and networking needs. Successfully orchestrated the move of all company technology and departmental assets from the temporary office location into the newly expanded headquarters building. Successfully implemented company-wide recycling policies and procedures for all office paper and other recyclables. Performed need assessment, technology inquiries, and cost assessments to bring all company bulk mailing processing for the company's symposiums "in-house" rather than using a third-party provider thereby reducing overall operating expenses. Performed need assessments and cost analysis for all technology service providers, re-negotiated service contracts, and in some cases migrated the company to alternate service providers to reduce overall operating costs.

RESULTS

- Successfully hired, trained, motivated, directed, and managed several multi-disciplined teams in the creation and implementation of websites, web applications, interactive multimedia (online and offline), intranet portals, extranet portals, ecommerce, and online learning systems.
- Effectively coordinated with all project stakeholders (internally and externally) across the different departments to develop project and product strategy.
- Successfully conducted need analysis, acquired, and managed all company technology resources
- Successfully conducted audits and implemented company technology plans, policies and procedures.

- Regularly traveled and met with clients to assist in sales, conduct application and technology discovery sessions (preliminary, in-depth, post, and support), as well as troubleshooting and problem resolution when needed.
- Created, implemented, and directed the use of ecommerce, website conversion tracking, and email marketing initiatives to increase the company's overall online traffic, sales conversions, and online registrations by over 300% in the first year.
- Created and successfully implemented a company-wide intranet Data Management System. This system combined all company data collection sources across all of the departments into a single integrated online management system. Directly responsible for the project from need assessment, concept, hiring, development, infrastructure, and implementation. The System became an integral part of the company's overall business processes and functions; directly increasing the company's efficiency, effective data management, and equipping the company for future growth.
- Directed the transformation and evolution of the aforementioned data management system into a robust enterprise level data driven Online Sales and Marketing Tool for the Pharmaceutical and Biotech industries. The development and implementation of the new online product doubled the company's annual revenue within the first year of e products launch, and became one of the company's top producing signature offerings – retailing at \$750,000 to \$1,000,000+ per installation.
- Architected, directed, and managed the expansion of the entire company network infrastructure consisting of approximately (3) servers located onsite at the company's single location to an extensive environment consisting of over (30) servers making up (5) separate environments across (3) locations. The strategy focused upon improving efficiency and accessibility of general business operations and user management, exceeding the infrastructure needs and stringent requirements for the company's growing online application development and delivery, and disaster recovery.
- Successfully performed need and capacity assessment and then planned, directed, and executed a company-wide upgrade and redeployment of the company's entire network using the newest versions of Windows Server, Exchange Server, and SQL Server.

EDUCATION

2005-2007

Boston University • Boston, MA

Project Management – PMI Certifications

1999–2001

Allentown Business School • Allentown, PA

Web Design and Internet Technologies

1998

Pocono Real Estate Academy • East Stroudsburg, PA

Real Estate Practice and Real Estate Fundamentals

Additional Education and Training

Franklin Covey Leadership

Business Management Seminars

Free Enterprise Seminars

Sales Training Seminars

Leadership Training Seminars

Public Speaking & Business Writing

Stress Management Training

First Aid Training

Technology Expos

TECHNOLOGY WHEELHOUSE

With the constant changes and new emerging technologies and platforms for the industry, this list is too long to list here.

Please inquire about any particular technology or platform pertinent to your project(s).

TESTIMONIES *(more available upon request)*

Michael Schinelli

Assistant Vice President for Marketing and Communications

Stevens Institute of Technology – Hoboken, NJ

“John Trail was hired in 2010 to develop the next generation University News site for Stevens Institute of Technology. John Trail worked with our news staff and internal design team to realize our vision with incredible accuracy and added value. This entailed not only site design in Drupal, a new platform to Stevens, but an entire CMS with highly tailored interfaces that met our complex content management needs. John’s work became the foundation for a major university web overhaul project begun in 2011 - a project that John contributed to significantly through extensive consultation and research.

I highly recommend John Trail for his outstanding technical leadership and customer-centric partnership.”

Cathy Meyer

Director of Consumer Affairs

Emerson Radio Corporation – Hackensack, NJ

“I had the pleasure of working with John when he redesigned our company’s website. John is a professional with impeccable web design skills. Although I had no previous web design knowledge, John was able to take our basic suggestions and transform them into a solid and informative website. He uses the assigned time very wisely and kept in constant communication with our office to insure the site was compatible with our needs and attractive to our consumers.

I highly recommend John Trail to work with any organization or business who is looking for a real professional that will complete any project in a timely fashion.”

REFERENCES

Available upon request.