

MIKE GLEZOS

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DIRECTOR OF ONLINE DEVELOPMENT

Fortune 500 Companies to Startups

13+ years in web development. 8 years business ownership. 400+ web projects launched.

Web "Solutions Architect", "Revenue Hero" and "Idea Man" who operates consistently at 110%. Creative, technical, professional and backed by a solid, verifiable career track producing B2B and B2C solutions in website and web application development, e-commerce, database design, graphic design, e-marketing and secure web hosting. Exceptional communicator with strong problem resolution and client needs assessment. Effective at identifying opportunities, developing focus and providing strategic solutions. Interested in architecting and/or leading production of web projects that bridge the gap between Marketing and IT creating record breaking revenue and profit gains.

PROFESSIONAL EXPERIENCE

President & Director of Online Development, toplingo.com

April 2001 – Present

topLingo Development, Inc., Irvine, CA

- Owner and Co-founder.
- Director of Online Development & Usability
 - Produced web solutions for Fortune 500's to startups that included custom web applications, websites, e-commerce, product management systems, content management systems, online calculators, online configurators, marketing tools, business process automation, print on demand, social networking, forums, blogs, animation, hosting and more.
 - 300+ web projects architected, prototyped, project managed and directly involved with.
 - Drove User Interface (UI) design and standards and engaged individually on the design of applications.
 - Documented business, technical and marketing requirements and then prototyped complimentary user interfaces via Photoshop, Axure, Protoshare, Flash, XHTML, CSS, Javascript and Video.
 - Fluent working with complex business situations producing appropriate web based solutions.
 - Portfolio highlights include:
 - [Chase](#) online HR application with fax integration that saved \$15 million dollars in FedEx shipping costs.
 - Print on demand solution connecting [Fidelity](#) marketing material to thousands of sales reps instantly.
 - A social focused content management system (CMS) and public facing website for [MSC Software](#).
 - Custom E-Commerce system that enabled the [Monster.com](#) salesforce to customize product packages.
 - Automated underwriting engine, pricing engine, loan calculators and other tools for a multitude of clients in the mortgage banking industry including [Chase](#), [HSBC](#), [Opteum](#) and [Impac](#).
 - Animated logo, website and e-commerce for rock icon [Carlos Santana](#).
- Director of Business Development
 - Personally responsible for \$700,000 to \$1,000,000 gross sales in each of the past 3 years.
 - Client acquisition of 100+ companies including; Chase, Fidelity, Air New Zealand, Monster.com, HSBC, Delta Creative, Carlos Santana, ZyXEL and Anaheim Orange County Visitor & Convention Bureau.
 - Accelerated company's business growth to achieve its current market position as an industry leader.
 - Implemented internal & client collaboration solutions via intranets, wikis, time tracking software & instant messaging.
 - Successfully supervised up to 30 employees both in-house and offshore.
 - Educated via webinars, podcasts and public speaking at conferences.
- E-Marketing Manager
 - Developed and managed a highly successful E-Marketing program where none previously existed.
 - High ROI and conversion results. In 2009 produced \$800,000 gross sales off a meager \$35,000 marketing budget.

Creative Director / Co-Founder, net-scope.com

June 1997 – March 2001

Net-Scope, Inc., Irvine, CA

Creative director and co-founder. Produced over 100 web based projects. Established all creative design, user interface design, online project management workflow solutions, creative material backups, intranet functionality and other key operating procedures for the web design business. Led a team of 10. Clients included The Irvine Company, Ralphs, Earthlink & DMV.

Webmaster

September 1996 – June 1997

Media 27, Santa Barbara, CA

Webmaster and photographic assistant for a small but highly successful "digital" photography studio. Helped principals establish initial web presence, troubleshoot computer issues, build workstations, assist in networking and assist in all aspects of product photography both onsite and offsite. Clients included Kinkos & Big Dogs Sportswear.

SKILLS

Business Development

Strategic Planning
New Business Development
Team Building & Leadership
Sales & Marketing
E-Commerce
E-Marketing
Contract Negotiations
Client/ Vendor Relations
Requirement Documentation

Project Management

Sharepoint
Axure Rapid Prototyping
Protoshare
Basecamp
Wikis
Google spreadsheets
Microsoft Project
MindJet
MindMeister

Sales

CRM's
SalesForce.com
Zoho
InsideView
Webinars
Web Conferencing
Ariba Spend Management
Affiliate Programs
Affiliate Wiz
ROI Wiz
LeadVine
LinkedIn
EventBrite

Technologies (Worked With)

CUSTOM DEVELOPMENT
3rd Party Integration
.ASP
.NET
API's
CSS
Data Feeds (Import/Export)
Data Storage
Data Streaming
ERP
Flash
Hosting
HTML/XHTML
IIS
Javascript
jQuery
Microsoft Access
mySQL
MVC
PDF
Penetration Testing
PHP
RSS
SAAS
Security
SMS
SQL
SSL
Visual Studio
W3C
WAP
Web 2.0
Web Forms
Web Services
Web Software
Wireless
XML

PUBLIC SPEAKING

Chase B2B Summit: Marketing Zone

Chase, Jacksonville, FL (Aug 2006)

Web 2.0 Applied to Air New Zealand Marketing

Air New Zealand, Los Angeles, CA (June 2008)

Web Design Competition Judge

Future Business Leaders of America, Anaheim, CA (Aug 2009)

The Pitfalls of Web Redesign

WACVB Annual Meeting, San Diego, CA (April 2005)

Are the Waves Crashing over Your Website

WACVB Annual Meeting, Los Angeles, CA (Oct 2004)

The CMS Myth: Smart Strategies for CMS

WACB Tourism Tech Summit, Anaheim, CA (April 2008)

PORTFOLIO

FORTUNE 500 & ESTABLISHED BUSINESSES

3M

Flash Presentation

Anaheim Orange County Visitor & Convention

Corporate Website & CMS

Air New Zealand

Corporate Website, CMS & Email Marketing

Blue Sky

E-Commerce w/ ERP Connection

CamCommerce

Corporate Website & CMS

Carlos Santana

E-Commerce

Cialis

Tradeshaw Card Swiping App

Chase

ChaseB2B.com Website & CMS
Marketing Material Manager
B2B Customer Application Manager
Chase Learning Zone App

Delta Creative

Corporate Website & CMS

Fidelity National Information Services (FIS)

Marketing Material Manager

HSBC

Marketing Material Manager

Impac Companies

Corporate Website
Marketing Material Manager

Irvine Company

Corporate Website & CMS
Property Management System

Miles Davis

Website & Jukebox

Mattel

Online Accounting System

Macquarie

Mortgage Calculator Apps

Monster.com

E-Commerce Sales Tool

MSC Software

Corporate Website & CMS
Social Networking Solution

Opteum Financial

Automated Underwriting Engine
Pricing Engine
Corporate Website

PC Drivers, Inc.

Corporate Website & CMS

Quality Logic

E-Commerce & Corporate Website

Ralphs

Corporate Website

Transaction Management & Services

E-Commerce CRM

University of California Irvine (UCI)

Calit2 Website & CMS

Universal Music

Flash Holiday Card

ZEE Medical

E-Commerce & E-Marketing

ZyXEL Communications

Corporate Website & CMS

STARTUPS

Buy Stair Parts

E-Commerce

ChicaBoom Clothing

Wholesale E-Commerce

Design World Online

Website, CMS and E-Commerce

Documistic

Marketing Material Manager

Masimo

E-Commerce

Miller Castings

Corporate Website & CMS

MP3.com Electronics

E-Commerce

A Place to Say Thank You

Social Network App

Stubshield / Cover Classics

Web App

Trikke

E-Commerce

Yabazam

E-Commerce
File Management System

Consulting Services

- *Bank of America*
- *Countrywide*
- *Davita*
- *Ingram Micro*
- *Learning Tree*
- *McKesson*
- *Shimano*

SKILLS (Cont.)

E-Commerce

Custom Built
Volusion
ASP Dot Net Shopping Cart
NetSuite
PayPal
Recurring Billing
PCI Compliance
XML
Shopping Portals
Authorize.NET & 10+ Gateways
ERP
Microsoft Dynamics

E-Marketing

SEO
Newsletters
Website Optimizer A/B Testing
Pay Per Click
Google Trends
Analytics: Google
Analytics: ClickTale / Clippy
Google Ad Words
Yahoo Search Marketing
Microsoft Ad Center
Sitemaps
Ad Banners
BanManPro
EyeBlaster
Ad Juggler
Wordtracker
Survey Gizmo
SurveyMonkey
PollDaddy
PRWeb/WebWire/BusinessWire
SpotRunner

Email Marketing

Exact Target
iContact
Vertical Response
Constant Contact
Blue Hornet
API's
List Services (Accudata)

Social & Branding

Web 2.0
PodCasts
Crunchbase
ZoomInfo
Google Alerts
Twitter
Twitter Apps (Bit.ly, etc.)
Yammer
Linked In
Facebook
Blogs
Flickr
Video (YouTube/Vimeo)
Brightcove
RSS Aggregators
Digg
Stumble Upon
Delicious
Ning
KickApps
BuddyPress

Content Management Systems

Custom Built
Wordpress
Drupal
Ektron

Graphics

Video (Final Cut/Premiere)
Adobe Photoshop
Adobe Lightroom
Adobe Illustrator
Adobe InDesign
Adobe Flash

+ MANY MORE

EDUCATION

Bachelor of Arts Degree – Digital Photography

Brooks Institute of Photography, Santa Barbara, California

Studies focused in digital photography and web design. Created first school web design classes. Installed a satellite on the school boat for underwater photographers to upload imagery on location.

August 1993 – April 1997

RECOMMENDATIONS

"I have worked with Mike for many years now, spanning different projects and companies. Mike is my "go to" person when I need an online solution. Mike is excellent in listening to a client's needs and coming up with simple solutions that are cost effective and leading edge. He's customer centric, his knowledge of the online industry is exceptional and he delivers. Mike works with his clients. One of my team members once had a request for me -- "Can we replace our entire IT team with Mike and his team?" I think that comment says it all."

- Chase, Monster.com & Natixis -
Manjari Saha – *SVP, Head of Global E-Business*

"Mike is a true leader when it comes to his understanding of what it takes to be successful online. He has served in all capacities of the industry and his firm Top Lingo is among the most capable online development firms in the business. Top Lingo specializes in delivering complex websites and online systems with a quality of work, professionalism and attentiveness that are all direct extensions of Mike himself. I consider him my top resource in the industry and through the years he has earned my deepest respect as a world-class business leader and great friend."

- 48 Interactive -
Jonathan Atha - *Founder | President*

"I was impressed with Mike's ability to quickly understand our business case and match up our technical needs with his company's solutions. He is easy to work with and makes himself very accessible. I really appreciate his relaxed and competent communication style and would highly recommend Mike."

- MSC Software -
Marilyn Townsend - *Supervisor, eMarketing*

"Mike's team built a stellar site for Delta Creative. The astounding difference between the old site and new was immediately noticed by our customers, consumers and partners. Mike was a pleasure to work with and stepped in whenever needed to help move the project along. Mike made sure we were happy with the end result. I would highly recommend Mike for web development in consumer goods."

- Delta Creative -
Jenny Feng - *Marketing Manager*

"Mike has provided an excellent service and has consistently done everything possible to ensure the success of our project. Not only does he work to an extremely high standard, but he has come up with ideas and suggestions that have taken our product to an entirely new level. His input has been invaluable and way above what I could have hoped for. Working with Mike has been an absolute pleasure and has resulted in a first class web application. He has exceeded my expectations in every way. I would definitely use his services again and recommend him without hesitation."

- Documistic -
Emily Eimer- *VP of Marketing*

"I contracted with Mike Glezos (TopLingo) on an ongoing basis from 2000 through 2007 during my years with The Impac Companies (NYSE: IMH) and Opteum Financial Services (NYSE: OPX); and I am certain that I am one of many that will endorse his/their service as nothing less than incredible. As a marketing professional with 20+ years of management experience, you learn quickly that you MUST work with developers and designers that can grasp the scope of a project, and then turn it into something amazing; not just once or twice, but on many occasions over a 7 year span. There are millions of qualified graphic designers and developers out there... but, there is only ONE Mike Glezos, and only ONE TopLingo. I can be reached by email should anyone wish to discuss any past projects, working relationship, an/or cost effectiveness."

- Opteum Funding | Opteum Financial Services -
Richard S. Donine - *VP Marketing*

"When we decided to revamp our trade website, we were searching for the leader in this field. We found it in Mike and TopLingo. He delivered everything we were looking for within a very limited time frame we gave him. In addition, added his expert recommendation and solution which directly result our improved communications with our trade partners in the America's region. The results are amazing! We love the fact he is knowledgeable and passionate for what he does. He is always there for us. We are very lucky to have him as our permanent business partner & looking forward to many successful years to come."

- Air New Zealand -
Lu Shi - *Sales Operations Executive*

"Mike is very passionate about his work and designing solutions that drive results for his customers. What I have enjoyed about working with Mike is that he is a good listener, shares multiple perspectives and takes time to understand the business processes behind the technology."

- Anaheim Orange County Visitor & Convention Bureau -
John Fuhr - *Vice President of Marketing*

"Mike is an intelligent entrepreneur who leads with his integrity. Growing TopLingo into a thriving and successful business speaks to his ability to produce solid and enduring value for his clients."

- The Search Agency -
Corey Quinn - *Business Development Manager*

"Mike took on a web project that most other web providers would not touch based on timing and cost. Mike not only stepped up and took the project, but kept costs under control for a custom & rush development project. A strong leader who has put together a great staff, Mike has been a pleasure to work with and comes through on those inevitable fire drills."

- Design World Online -
Marshall Matheson - *VP of New Media*

"Mike is a great source of creative direction and leadership as well as an outstanding business owner. I've been in biz with him for nearly a decade now and he has earned my respect and trust too many times to mention. He is what I refer to as an "idea man", with a mind that operates consistently at 110%."

- topLingo Development, Inc -
Jason Berry - *CEO*

PERSONAL

Competitive surfer, snowboarder, world traveler, scuba diver, videographer & photographer.