

# BARRY GOLDBERG

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Senior Technology Executive with extensive hands-on experience in software development and product delivery, architecting complex systems, increasing operational efficiencies, controlling project costs/time-frames and utilizing process re-engineering to support business objectives. Proven ability to enhance profitability by leading cutting-edge technology initiatives, setting corporate standards and directing application development. Superior abilities in program management and team leadership.

Product Development • IT Operations • Financial Planning • Budget/Cost Control • Strategic Planning  
Infrastructure Design • Contract Negotiations • Vendor Management • Technology Implementations  
Quality Service Agreements/SLAs • Data Center Build-Out • Solution Design • Team Building/Leadership  
Software Development Lifecycle • Virtual Server Technology • Policy & Procedure Development

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## PROFESSIONAL EXPERIENCE

**THE PRINCETON REVIEW**, New York, NY 11/2004 - Present  
*\$150 million provider of K-12 assessment services, classroom and online test preparation.*

### VICE PRESIDENT, APPLICATION DEVELOPMENT & TECHNOLOGY

Senior executive responsible for defining and implementing technology and product strategies and process re-engineering to meet corporate needs. Play key role in developing corporate standards for software architecture, single sign-on, data security, migration procedures and workstation/server footprints.

#### Further Responsibilities

- Oversight of all software development, management of 50+ professionals and contractors.
- Administration of \$8 million budget.
- Determine outsourcing opportunities to reduce costs and increase productivity.
- Supervise all vendor engagements and negotiate software licensing agreements.
- Promoted from AVP of Strategic Systems 3/2006.

#### Strategic Leadership Initiatives

- Lowered development costs \$4.2 million and streamlined staff from 61 to 36 while facilitating merger of 3 divisional development groups into 1 technical team. Led release of 3 major systems in less than 1 year following consolidation.
- Increased by 20% productivity of technical team supporting account management office.
- Developed new corporate portal with Intranet/Extranet, based on open source technology.
- Played key role in winning contracts with several school districts, including \$16 million deal with Los Angeles USD.
- Saved \$1 million and improved redundancy of major systems by migrating production systems to new managed data center. Significantly reduced total server footprint.
- Enhanced project consistency by establishing Architectural Review Committee and creating vendor standards and guidelines.
- Improved communication with other executives by introducing high-level status reporting process.
- Participated in limited Microsoft beta program for .NET 3.0 Windows Workflow Foundation technology.

#### Operations Management & Infrastructure Development

- Maintain over 99.9% uptime for all of The Princeton Review (TPR) websites, which receive 1.3 million unique visits per month and have over 15 million registered users.
- Achieved 18% reduction in data center utility costs by decommissioning 50 servers.
- Improved finance department and field office productivity by implementing ecommerce framework that consolidated reporting, lowered account reconciliation times and reduced credit card processing fees.
- Reduced hardware and management costs and enhanced ability to test new software releases by deploying virtual server technology (VMware) in development, QA and staging environments.
- Implemented Federated Identity Management to provide single sign-on across all TPR applications and seamless authentication from one TPR application to another.

**ZEDAK CORP.**, Valhalla, NY

3/1997 – 8/2000 & 3/2002 – 11/2004

*\$10 million provider of financial systems for Fortune 100 companies.*

**VICE PRESIDENT OF APPLICATION DEVELOPMENT**

Senior manager and chief architect of software development teams creating complex financial applications for clients such as Morgan Stanley, UBS and Smith Barney. Directed cross-functional teams developing custom features/interfaces supporting clients' multi-billion dollar revenue streams. Generated millions of dollars in revenue by successfully closing contracts and ensuring highest levels of customer satisfaction at all times.

- Served as senior architect and program director for web-based classified ad submission system for The New York Times. System allowed agencies to post ads directly to the paper's backend systems.
- Helped develop XML standards for newspaper industry while serving on Newspaper Association of America (NAA) committee that defined classified advertisement XML markup standards. Published in XML Bible for work done on classified XML standards.
- Defined/built internal corporate infrastructure to support collaboration, source control, incident tracking, document management and customer support.
- Increased team from 5 to 25 individuals in 1 year to meet corporate growth.

**ACTV INC.**, New York, NY

8/2000 – 1/2002

*\$20 million provider of convergent online and TV media products (an emerging Liberty Media property).*

**SENIOR VICE PRESIDENT OF APPLICATION DEVELOPMENT**

Recruited to executive team to serve as chief architect of ACTV's web-based applications, including mission-critical synch-to-broadcast applications. Responsible for oversight of company-wide software management. Corporate clients included McGraw Hill, Discovery Channel, TBS Superstation, Game Show Network and the NBA.

- Served as lead technical consultant for new product development.
- Advised on intellectual property issues and served as a technology witness in litigations.
- Championed several successful acquisitions, including Intellocity and BottleRocket.
- Facilitated strategic acquisitions by re-architecting diverse applications and databases into 1 system.
- Grew geographically diverse technical team from 15 to 50 professionals, managed multi-million dollar budget, and implemented new build, migration and monitoring processes.
- Streamlined applications for ACTV's corporate, B2B and B2C websites and customer markets.
- Promoted from Vice President of Application Development 8/2001

**ENTERPRISE SYSTEMS, INC.**, Chicago, IL

12/1994 – 3/1997

*Software company providing solutions to the healthcare industry, now merged with Allscripts*

**PROJECT LEAD – SOFTWARE DEVELOPMENT**

- Technical project lead and developer of a 32-bit client/server materials management B2B healthcare shrink wrap product.
- Quickly moved from programmer to project lead where I managed two small teams of 3-4 people each.
- General responsibilities included management, design and development of the entire product migration effort from DOS to Windows.
- Mentored DOS developers in retraining from deprecated technologies.
- Technologies included C++, Pascal, Java, SQL Server, Crystal Reports, ActiveX, VB, PowerBuilder
- Promoted from Programmer/Analyst 12/1995

**CAM SERVICES**, Cocoa Beach, FL

4/1993 – 12/1994

**PROGRAMMER / ANALYST**

- Designed and developed property management shrink wrap product targeted at small business having government assistance integration needs. Chose Delphi as best of breed technology for migration from DOS to Windows.

## **EDUCATION**

**Boston University School of Management**, CIO "Pocket MBA" Conference, Boston, MA (October 2007)

**Florida Institute of Technology**, BS in Computer Science, Melbourne, FL (1992)

## **TECHNOLOGY SKILLS**

Applications/DBs: MS Office, Project, Visio, SQL Server, MySQL, Oracle, DB2, JDBC/ODBC, Data Warehouse

Tools/Languages: HTML, XHTML, XML, SOAP, Web Services, JavaScript, AJAX, VBScript, .NET, ASP, IIS, Apache, Tomcat, Cold Fusion, Web Sphere, MVC, Java (Servlets, JSP, MVC, J2EE), C/C++/C#, Delphi, Pascal, SQL, Delphi PHP, Cold Fusion

iTV Technologies: ATVEF, WebTV, AOLTV, Liberate, OpenTV, VBI