

MICHAEL J. LAWRENCE

DIGITAL INNOVATION & PROGRAM LEADERSHIP

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Successful Digital Technology Leader with over 20 years of experience driving strategic technology initiatives and innovative digital programs for digital startups and industry leaders such as Capital One, ING Direct, and Douglas Elliman. Proven expertise in developing and executing technology roadmaps aligned with business strategies, including overseeing full digital product lifecycles for user-centric products such as mobile apps, web platforms, and SaaS products. Skilled in leading cross-functional teams and managing technology portfolios to implement transformative changes, including digital transformations, Agile adoption, ITIL frameworks, and acquisition integrations. Proficient in Agile (SAFe), Waterfall, and ITIL methodologies to improve business processes and enhance customer experiences. Experienced in building ecosystems to foster innovative technologies such as AI and data analytics, applying these to create measurable business value. Adept at creating collaborative processes and governance structures to align IT investments with business objectives, while monitoring the performance of strategic initiatives to ensure measurable value and continuous improvement. Recognized for providing strategic guidance to senior leadership, fostering a culture of innovation, and driving impactful technology initiatives to successful outcomes.

CORE COMPETENCIES

Digital Program Management	Cross-Functional Leadership	Performance Reporting
Portfolio Management	Stakeholder Engagement	Value Optimization
Agile Methodologies (SAFe)	Strategic Roadmapping	Resource Management
Waterfall Methodology	Risk Management	Financial Management
Technology Strategy	Change Management	Emerging Technology Integration
Innovation Leadership	Data Analytics	Process Optimization

EXPERIENCE

IT Director, Program Management InSite Technology, *March 2020 - Current (Consulting Services)*

Provide consulting services for technology-based businesses and digital initiatives. Highlights include:

Program Manager (Digital Startup) Full-time consultant

Led this non-profit digital startup, funded by the Barnes Family Foundation.

- **Digital Product Innovation:** Created strategic roadmap and led the entire product lifecycle, from ideation to delivery, collaborating with experts in behavior science, marketing, branding, user testing, development, and UI/UX to innovate and deliver, user-centric mobile applications and website.
- **Team Building and Leadership:** Assembled, united, and guided a global cross-functional, distributed team, including off-shore resources, to support all aspects of company operations and product delivery.
- **Project Management:** Orchestrated project plans across multiple vendors and program activities, serving as the strategic director across all workstreams. Leveraged both Agile and Waterfall methodologies to achieve aggressive timelines on budget.
- **Operational Framework:** Established company systems, policies, processes, and governance structures to support scalable, sustainable growth. Developed frameworks for data management, standard contracts, and policies to ensure efficiency and consistency across departments.
- **Financial Oversight & Executive Communication:** Created and managed startup financials, including budgeting and resource allocation. Presented strategic plans, progress updates, and KPIs to the executive sponsor, team, and [board](#).

Head of Technology Full-time consultant

Driving forward-thinking, resilient, and scalable technology solutions, with key contributions including:

- **Product Innovation & Digital Transformation:** Defined the product roadmap, designed and built a custom SharePoint hub with department-specific sites and collaborative tools, streamlining document management, mobility, and cross-functional efficiency. Led an enterprise cloud migration, including financial systems, and expanded Microsoft 365 to drive collaboration and scalability. Identified and integrated AI-based security technologies with digital advertising monuments, expanding product offerings for government agencies.
- **IT Operations & Security:** Managed third-party technology vendors, and strengthened security profile through the implementation of 2FA and tuning of Microsoft 365 admin tools. Managed web properties for related entities. Conducted an RFP for a new ERP system, and an AI-driven training solution.

- **AI & Analytics:** Established an AI-based process for market research and financial analysis, substantially reducing legal costs and time to market. Designed product solutions that incorporate AI-based security systems for weapon detection, and auto and individual tracking. Enhanced analytical tools including QGIS, Google Earth, and Landvision, increasing analysis capability and efficiency.

Vice President of Technology Douglas Elliman Real Estate, *Sep 2015 - Mar 2020 Ticker: DOUG*

Reporting to the CTO/CEO, managed an extensive project portfolio and initiatives.

- **Digital Program & Portfolio Management:** Established and led the portfolio management function and PMO, creating a structured approach to prioritize, oversee, and execute a portfolio of digital projects aligned with business goals. Directed the design and development of Elliman.com, integrating CRM functionality and 6,000 agent-specific sites, supporting \$29B in sales. Improved project success rates and client satisfaction by implementing Agile and Waterfall methodologies across project teams.
- **Digital Transformation & Innovation:** Led the implementation of multiple SaaS platforms to expand technological capabilities for both internal and external stakeholders. Directed key initiatives including MarTech, ERP (Dynamics, Yardi), and CRM integrations, driving operational efficiencies and supporting digital innovation.
- **Client-Focused Technology Solutions:** Delivered innovative digital products, including the company's first agent-specific mobile application and advanced marketing automation systems to enhance agent engagement and optimize sales and marketing processes.

Director of IT Operations Capital One, ING Direct *May 2009 - Sep 2015*

Served as an IT Head on the ING Direct leadership team, then as Director of IT Operations following the acquisition by Capital One. Relevant work includes:

- **Transformation Program Leadership:** Led Agile onboarding for a 1,500-person team, and drove ITIL adoption alongside a ServiceNow implementation. Managed the \$30M IT integration for a \$9B acquisition, achieving KPI's, and unifying teams, systems, and processes.
- **Portfolio Management & PMO:** Instituted a project and portfolio management framework, aligning delivery priorities with stakeholder objectives and establishing project governance. Directed a team of 12 project managers leveraging both Agile and Waterfall methodologies.
- **Organizational Leadership:** Led multi-director teams, achieving KPIs and business objectives.

Portfolio and Project Management	Chief of Staff Functions	Environments Management
Retail IT Service Delivery	Service Desk	Asset Management (CMDB)
Agile Development Teams	Incident Management	Capacity Planning
Change Management	Problem Management	Disaster recovery
Release Management	Shared Services	Performance Management

Director of Consulting & Infrastructure Services IT Evolution, *May 2005 - May 2009*

Managing Director and "C" level Consultant.

- **Consulting Program Leadership:** Led the Infrastructure Services practice, engaging an array of simultaneous projects and providing tailored, high-impact IT solutions for multiple clients. Onboarded new clients and achieved contract renewals while managing a successful P&L.
- **Consultant and Interim Leadership:** Provided outsourced technology leadership services. Conducted assessments on project management process and ITIL, crafting, and executing strategies to improve services in varied organizations.
- **Shared Services:** Designed and implemented a chargeback framework and operational structure for IT services, facilitating a smooth post-acquisition transition of ING Direct and ShareBuilder.

Head of Product & Program AssetTrade.com, *May 2000 - Oct 2004 (Digital Startup, Ticker: LQDT)*

Assumed full responsibility for this trailblazing digital startup, following over \$90 million in funding.

- **Digital Program Management:** Managed disruptive digital products from ideation to production, including a global marketplace, online and live auction systems, and a corporate SaaS asset management system implemented with Fortune 100 clients.
- **Account Management:** Responsible for the implementation and ongoing account management of corporate clients and partners, including DuPont, Alcoa, and Parker Hannifin.
- **Turnaround & Acquisition Management:** Directed a financial turnaround and navigated the company through an international acquisition by Munich-based GoIndustry AG.
- **Data and Marketplace Management:** Established a robust data structure and comprehensive processes for this global marketplace and SaaS enterprise asset management systems.

EDUCATION

Rutgers University - Newark

Bachelor of Science Degree, Marketing

Vice President, Phi Beta Lambda: The world's largest business & technical student organization.

CERTIFICATIONS

- **ChatGPT AI:** Participated in one of the first public training sessions, Las Vegas
 - **Advanced AI:** Transformers for NLP using Large Language Models – LinkedIn
 - **Scaled Agile Framework (SAFe) Agilist (SA):** Scaled Agile Academy
 - **ITIL Foundations:** Pink Elephant
 - **Project Management (PM2):** EDS
 - **TQM Total Quality Management:** Served as an instructor on this topic: EDS
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TOOLS & TECHNOLOGIES

Category	Tools
Project & Task Management	MS Project, Jira, Asana, Smartsheet, Basecamp, Workfront
Collaboration & Communication	Slack, Teams, Zoom, SharePoint, Discord
Design, Prototyping & Creative	Figma, Miro, Adobe InDesign, Lightroom, iMovie, WordPress, WooCommerce
Development & Testing	Swift, TestFlight, Testrail
IT Service Management & Cloud Administration	ServiceNow, Zendesk, SharePoint, Entra, Purview, Microsoft 365 Admin, Defender, AWS, Azure
Analytics, AI & Data Tools	Google Analytics, Google Search Console, Google Ads, GA4, SimilarWeb, Hotjar, ChatGPT, Open AI, Copilot, Tableau, Excel, QGIS, Landvision
Marketing Automation & SEO	MailChimp, Imprev, Boost, HubSpot
Financial & Business	MS Dynamics, Yardi, PSSoft, Airtable, QuickBooks, Amazon Reseller, Lulu Publishing
Productivity Tools	Google Docs, Microsoft 365 Suite (Excel, Word, PowerPoint), Notion, OneNote

OTHER

- **Creative Achievements & Media**
 - Published photographer including the cover of 'Marlin', a Bonnier publication.
 - Published author with the April 1, 2024, book launch, 'The Pursuit of Billfish'.
- **Leadership in Community & Business**
 - Former President of the Cape May Marlin & Tuna Club, a non-profit organization.
 - Customer Advisory Board Member, Similarweb \$SWEB – digital analytics company.
 - Tournament-winning Sportfisherman as Angler and Captain, Total Gross Wins ~\$500k.
- **Additional Entrepreneurial Ventures**
 - Co-owner of QuikDrop, an eBay retail store with sales > \$1M, Plano, TX. 2004-2005.
 - Co-owner of ESPRE Partners, a tech marketing company with sales of ~\$2M, 2003-2006.