**DOUGLAS J. BERNAL**

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Twenty years of proven, world-class IT leadership excellence and dedication to a single employer engaged in diversified vertical markets including global wine and spirits production, importation and distribution, real estate holdings management, and retail haute couture. Management of multimillion-dollar budgets while maximizing value and maintaining strict cost controls. Outside-the-box, non-linear innovator well-suited to apply technology to accelerate and enhance the success of strategic corporate initiatives. Highly motivated self-starter seasoned with experience at all levels of IT development, team leadership and executive management.

**KEY AREAS OF EXPERTISE**

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| Azure / AWS Cloud Fabric  ERP Implementations  Cyber Security  Financial Information Systems | Analytics and Reporting  Architecture and Infrastructure  Organizational Efficiency  Leadership and Motivation | Budgets and Financial Analysis  MS 365 / Cloud Services  Team Building  Disaster Recovery / Business Continuity |

**PROFESSIONAL HIGHLIGHTS**

**TAUB FAMILY COMPANIES, et al., Port Washington, NY** 1999 to 2020

**Chief Information Officer** 2011 to 2020 **Chief Technology Officer** 2005-2011 **Director of IT** 1999-2005

In each role, which were functions of the contemporaneous size and needs of the business, defined and implemented all technology systems and solutions, including all supporting logical and hardware infrastructure. Experience includes core topology, accounting, operations, warehouse management, budgeting, team building, vendor management, functional specification and build-versus-buy assessments.

**KEY ACCOMPLISHMENTS**

* ***One Source*** – Designed and implemented digital processes to inject and merge subscription data with company system data to deliver 360-degree view of both direct and channel sales. This standardized process eliminated ad-hoc methods used by hundreds of sales and accounting staff, resulting is massive increases in efficiency, accuracy and profitability.
* ***Pricing Elasticity***– Proposed, designed and managed the build of a dynamic pricing elasticity modelling application from clean-sheet concept through multiple stable revisions. Now seven years in production, this platform has reconciled the payables against more than 50 million actual case sales, using controls for each price point at multiple sales volume levels across our more than 200 wholesale partners. 100% ROI achieved in year four, with subsequent years seeing near double-digit increases in net profit percentage compared to pre-system process costs of 15%-20%.
* ***Multi-company Intranet*** – Oversaw the execution of company ownership’s initiative to aggregate data, file, security and all other managed digital assets in a single logical ecosystem. Microsoft SharePoint was selected to be the one source of truth along with project management, department sites, and brand sites for multiple companies. Associate efficiency improved, resulting in increased job performance and satisfaction. Additional benefits include reduced costs in file storage and mailbox maintenance and management.
* ***Brand Registration*** – Created a system to simplify the complicated federal, state and local requirements to import, market and sell a highly regulated commodity. Worked with internal legal counsel and federal and state liquor and tax authorities to integrate with their respective and various technologies and keep abreast of changes in each. The results enabled our compliance team to pull required forms from each authority and automatically populate them with the information required for their respective brand registration processes. Prior to implementation, this manual, time-consuming task provided little consistency and no tracking history.
* ***Chain Action*** – Designed and managed the build of a platform through which thousands of promotions per year at the retail level are communicated, initiated, and managed to conclusion. The platform ensures major retail chains in both the retail store and restaurant categories spanning multiple states have on-demand stock availability to support their promotions with tracking of inventory levels of promoted items at per-chain, per-state, and per-distributor resolution. Additionally, the system ingests our syndicated data from One Source to measure actual sales volumes against promotion forecasts and targets.
* ***Corporate Acquisitions & Divestments*** – Enhanced the viability and value of acquired businesses through rapid assessment and onboarding of all associated assets, procedures, and personnel. Spearheaded the training on the use of in-house technology, tools and procedures for acquired associates. Assessed and deployed best practices from each entity across the newly expanded enterprise. Prepared divested assets for secure and compliant transfer to new ownership.
* ***Brand Portfolio Extension Management*** – Responsible for the receipt and verification of historical sales data from multiple distributors nation-wide for presentation to the appropriate federal and state authorities upon the acquisition of new brands. Designed streamlined bi-directional processes to expedite the successful transfer of more than 60 brands over the course of 20 years.
* ***Line of Business Expansion*** – Retooled and branded custom software builds for remarketing to industry peers through newly-created corporate subsidiary. Assessed market opportunity and presented business plan to approving ownership. Performed competitive analysis on all leading solutions. Served as industry expert and solution advocate at trade and client events.

**ADDITIONAL RESPONSIBILITIES AND ACHIEVEMENTS**

* Managed a staff of 70 internal and contracted direct reports.
* Designed and implemented a new ERP system including two major revisions.
* Migrated from on-premises Exchange to Microsoft 365 utilizing Exchange and Teams, enabling an enterprise-wide work-from-home scenario. This foresight was vital to business continuity during the global adversity amid COVID-19.
* Successfully relocated physical server environments to VMware, including multiple managed DR sites with a four-hour SLA and no data loss.
* Deployed Oracle in memory along with Cognos dynamic cubes to increase data fetch performance by 3,000%.
* Implemented and designed via committee IBM TM1 planning application for finance and sales.
* Involved in WMS 3PL startup. Designed data center, cable runs, VOIP system, security, time and attendance systems, ERP and WMS.
* Negotiated all IT contracts for budgetary approval by CFO.
* Worked with all other departments including Marketing, Portfolio Management, Legal, etc. on all pertinent subscriptions to support the highly specific requirements of each department and assess the size and scope of supporting infrastructure.
* Responsible for the buildout of three data centers, including coordination with the general contractor and architect in building two new sites.
* Quarterly multi-vendor license review of per-seat licenses for license rightsizing and cost control.
* Created SOP’s to ensure common IT functions were consistent across all lines of business.
* Ensure a smooth and high-performing infrastructure to support trouble-free work environment for all associates.
* Keep abreast of and assess emergent technologies that potentially offer better fit for purpose of current and future business.

**PRIOR EMPLOYMENT**

**WDP, New York, NY** 1999-1999

**Consulting @ CHASE BANK**

**System Arts, New York, NY** 1998-1999

**Consulting @ EBS DEALING RESOURCES, NYC**

**PERIPHERAL SOFTWARE CONCEPTS, Bohemia, NY** 1995 – 1998

**Senior Software Engineer**

**United States Coach Works, Bohemia, NY** 1994 – 1995

**Network Administrator / Software Engineer**

**EDUCATION**

**STATE UNIVERSITY OF NEW YORK AT STONY BROOK, Stony Brook, NY**

**Master of Science Degree in Applied Mathematics** 1994

**Bachelor of Science Degree in Mathematics** 1992

**PROFESSIONAL NETWORK AND REFERENCES**

**LINKEDIN:** linkedin.com/in/douglas-bernal-69636714

**ADDITIONAL REFERENCES:** Available upon request