MARK S. BURGESS

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SENIOR EXECUTIVE: CEO VP CTO CIO COO Director General Manager Publisher Editor

PROFILE

Record of forward-looking market analysis to identify and exploit software technology and network systems; leading teams to create and sell revenue generating publishing platforms with creative content; successful supervision of client-service teams in multiple industries.

PROFESSIONAL EXPERIENCE

Page Mountain LLC (www.pagemountain.com)   **2010 – Present**
Principal
- Branding, Design and Development of web sites and web based applications on contract
- Built from scratch to design, develop and host over 40 web sites
- Presently rebranding and rebuilding legal.com among other projects

Critics LLC (sandiegostory.com)   **2012 – Present**
Principal
- Manage articles and publishing process with 9 professional freelance journalists
- Formed corporation; designed web site and writers guidelines
- Manage advertising and accounting; publish weekly newsletter; manage PR

Strategic Development Worldwide LLC (sdwnet.com)   **2010 – Present**
Principal, Smartbiztools.com
- Building online employee assessment Tools and branded websites

sandiego.com, Inc., San Diego, CA   **1994 – 2009**
CEO/Founder
Original journalism, tourism services and city information source for San Diego
- Sold to investor for $3m in 2009
- Hired and managed team of 18 full time technical, administrative, sales and marketing staff
- Supervised three major re-branding efforts over 15 years
- Assisted website clients with branding and online publishing/promotion strategy and tactics
- Created company policy manuals, customer management systems and sales procedures
- Originated San Diego's 3rd Internet Service Provider, sold sites and users in 2002
- Grew web site traffic to 350,000 unique visitors per month, fully advertising & online sales supported
- Generated $8m in revenue (including commissions from $5m in hotel reservation and ticket sales)
- Recruited and managed 30 freelance contributors, largest among 170 city.com sites world-wide
- Designed & Built proprietary content management technology
- Designed & Built scalable online advertising network system with 1 million visitors/month
- Supported 15 local charities and non-profits with web and email services
- Consistently ranked 1,2 or 3 among 170 city.com's for networked ad click-throughs and impressions
- Designed and maintained the first web sites for:
  - Legoland California (Best of All Large Theme Parks 1999 from the International Association of Amusement Parks and Attractions)
  - San Diego Convention and Visitors Bureau (10 years)
  - KPBS-TV and Radio (4 years)
- Redesigned and grew traffic to appear on first page of Google:
  - San Diego Magazine (4 years)
  - San Diego County Fair and Del Mar Fairgrounds (4 years)

- First to register domain names: sandiego.com, sandiego.org, san.org, kpbs.org, sdfair.com, legolandca.com

Early Career
- Created **Knowledge Works, Inc.**, San Diego, CA (1987 – 1994) to design and build software for multiple industries including finance, construction, aerospace, purchasing and publishing; published electronic bulletin board (BBS) focused on artificial intelligence
- Hired as Sales & Marketing Manager for **Professional Applications Corp.**, San Diego, CA (1986 – 1987) presenting the PERT+ Project Management System
- Hired as Publications Administrator and promoted to Project Manager for **General Dynamics Electronics Division**, San Diego, CA (1981 – 1986) with final task managing $6m in technical manuals in the B1b Intermediate Automatic Test Equipment Program Office; supervised 3 technical writers and 2 quality assurance personnel in validation and verification procedures

EDUCATION
- Master of Business Administration, University of San Diego 1985
- Bachelors Degree in Creative Writing (minors Finance and Biology), University of Arizona 1980

CERTIFICATIONS
- Project Management Professional #188 (working to get current) of now over 660,000 certifications by the Project Management Institute International
- Microsoft Certified in DOS (Expired), former test contributor to Microsoft Networking & MS-SQL

AUTHOR
- *Advanced Visual Basic*, Addison-Wesley, 1993
- *Using Clarion Professional Developer*, Addison-Wesley, 1991
- 3rd Place, Daily Newspapers and Web Sites - History "Welton Jones: 50 Years in the Arts", San Diego Press Club Awards
- Over 100 industry and technical articles

COMMUNITY and PROFESSIONAL ORGANIZATION PARTICIPATION
- Director, Board of Directors, Mainly Mozart, Inc. since 2007
- Founding Board Member/Treasurer, Media Arts Center San Diego since 1999
- Member, San Diego Downtown Rotary Club 33 since 2007
- Member, Association of Computing Machinery
- Member, San Diego Press Club
- Mentor, San Diego High School Academy of Finance
Past:
- Vice President of Strategic Development/Treasurer, Board of Directors, Mainly Mozart, Inc.
- Vice President, Board of Directors, Media Arts Center San Diego
- Director, Old Town San Diego Chamber of Commerce Board of Directors
- Director, Board of Directors, Associated Cities LLC, charter city.com member
- President, San Diego Chapter, Project Management Institute
- President/Founder, Clarion Professional Developer User Group
- Board VP Professional Development, Computer and Electronics Marketing Association
- Eagle Scout, Troop 4, Western Montana Council, Boy Scouts of America

TECHNICAL SKILLS
- Critical Path Method and Earned Value Project Analysis, Grammar, Vocabulary, Editing, PHP, Java, C, C++, Visual Basic, XML, Scripting Languages, Visual Studio, Eclipse, MySQL, Microsoft SQL Server, Linux and Windows operating systems, Apache Web Server, Microsoft IIS Web Server; Microsoft Word, Excel, PowerPoint and Project; iMovie, Telestream ScreenFlow, Visio, Tableau, Rackspace Cloud, Corel Draw, Google Analytics, Google Adsense, Double Click for Publishers, StarTeam, SubVersion, QuickBooks, SugarCRM, SalesForce.com, Rapid Prototyping, ManageWP, CloudFlare Content Delivery Network