

BRIAN J. GREENBERG

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EXECUTIVE SUMMARY

Highly motivated team leader that consistently exceeds organizational goals. Developed new products and service offerings for internal and external clients and vendors, including **Motorola, Microsoft, Fujitsu, Bloomberg** and **Citadel Investment Group**, that increased revenue, profit & customer satisfaction. Currently leading Product and Business Development, Web & Social Media Marketing and Public Relations. Specific strengths in creative problem solving, applied systems theory, business plan execution, managing executive level relationships, whole systems design, and solidifying customer loyalty.

PROFESSIONAL EXPERIENCE

GENERAL SYSTEM DYNAMICS LLC; CHICAGO, IL

2008-PRESENT

A privately held boutique provider of data storage software and services solutions for building and maintaining enterprise network computing environments specializing in data storage management and eDiscovery.

President & CEO

Designed and Developed the initial technology and product offerings for Data Storage Forecasting and eDiscovery Data Management. Led the continued development of technology solutions while providing strategic services to clients including **Deutsche Bank** and **Forsythe**.

- Successfully brought to market, two products and several services.
- Cultivated the birth of a new development team while, developing new technologies to drive the business and developed a patent application process.
- Pioneered new methods of data storage forecasting providing the most accurate data over the competition.
- Led, coached and developed a team of direct and indirect sales professionals and software developers.
- Directly managed operating expense budget, wrote patent applications, diversified product revenue generation, partner strategy execution, executive level relationships and overall customer satisfaction.

CITADEL INVESTMENT GROUP LLC; CHICAGO, IL

2005-2008

Citadel is one of the worlds largest Hedge Funds with over \$11B under management and is a leading global financial institution that provides asset management, investment banking, institutional sales & trading and market making services.

Manager of Data Storage & Backup Engineering, Operations & Architecture

Created and Managed a new Global Data Storage Engineering Team.

- Developed Federal compliance programs for data that align with SEC, SOX, FRCP and others.
- Stabilized and re-architected the backup infrastructure and data storage systems while fully documenting the environment.
- Hired Engineers, Managed Operating Expense Budget, Reduced Operational Costs and Provided Exceptional Service Delivery Quality.
- Developed operational, eDiscovery and data retention policies and procedures.
- Led the team in software best practices and developed a software tool set and development process.
- Created tools and processes that resulted in real time reporting of the environment, improved data protection reliability for the firm and measures to secure and protect critical data.

GLOBAL CONSULTING

1998-2005

Senior Strategy & Data Storage Consultant at GlassHouse Technologies, StorageNetworks Inc.
and as an independent consultant.

- Designed Solutions for some of the worlds largest companies in a myriad of industries including: **Bloomberg, Capital One, The Hartford, Microsoft, Adidas, Weyerhaeuser** and **WAMU**.
- **Expatriate** in Japan as the Principal Consultant to **Fujitsu** for a Managed Storage as a Service offering. Provided Thought Leadership and Best Practices, Developed & Deployed Integrated, Advanced Data Storage Systems countrywide for the Japanese Market.
- Dealing directly with IT Leadership, Created and Implemented Solutions, Developed Policies & Procedures, facilitated clients with multi-million dollar storage purchasing strategies. Evaluated Strategic Business Issues, created business cases.

MOTOROLA INC.; SCHAUMBURG/NORTHBROOK, IL

1991-1998

Provides mission-critical products and services to enterprises and governments around the world.

LAN Manager, Senior Systems Architect, Instructor

Managed I.T. Operations, Long Range Planning, Systems Architecture, Created Operational Policies, Managed the Support Infrastructure, Designed Methodologies, Conducted R&D of New Technologies

- Award winning LAN Manager, Systems Architect & Engineer.
- Hand Picked as Repeating Special Guest Instructor for Motorola University
- Pioneered the First Intranet and Web sites for the Land Mobile Products and the Automotive, Energy, and Components Sectors that led to a Reduction in Process Cycle Time, Reduced Costs, Increased Information Quality, and Defined New Standards in Information Systems.
- Reduced Long Term Computer Hardware Acquisition & Support Costs by Creating a Leasing and Service Program for New Computer Technology.
- Reduced System Support Costs by Developing New Technology of Software Distribution that Increased Product Quality and Reduced Build Cycle Time and Reduced Support Costs Increasing Profitability.

EDUCATION

M.A., Whole Systems Design/Systems Theory, Antioch University, Seattle, WA. 2003
B.S., Philosophy & Applied Computer Science, Illinois State University, Normal, IL. 1994

PROFESSIONAL DEVELOPMENT

Tufte: Presenting Data & Information, Information Technology Infrastructure Library (ITIL), Negotiation Strategies, Toastmasters, Board Member–EcoMyths Alliance, Association for Computing Machinery (ACM), Whole Systems Design Association

PRESENTATIONS & PUBLICATIONS

Chicago Bar Association–Cloud Computing, **Financial Communications Society**–Regulatory Compliance of Data, **Data2.0 Summit**–Data Storage Management & Augmented Business Intelligence, **CampIT**–Regulatory Compliance of Email, **StorageDecisions & DataCenter Decisions**–Service Level Agreements, Storage Forecasting, New Technologies in Data Storage, Data Scaling, Storage Media Analysis of Disk & Tape, **ZiffDavis**–Using ILM to Reduce Risk, **InfoSec Institute**–Securing Backup Data, Seven Things Every CIO needs to know about eDiscovery, Several Interviews for **Processor Magazine** and others.