

## **Wendell Murray**

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## **Functional experience**

### **Business management**

Extensive experience starting, running and building profitable businesses, primarily in manufacturing. General and operational management experience in highly competitive industries supplying industrial goods to large companies (wooden pallets) and manufactured goods to the consumer market (high-end bicycle frames). Business planning and execution of business plans, including development of a plan to create a post-production (entertainment production-related entity) sound facility in Los Angeles and a plan to develop and market on an ASP (application service provider) basis the electronic medical record/practice management information system of a large multi-office, multi-specialty physician practice.

### **Computer information systems**

Excellent knowledge of Java, Java Servlets, JSP, J2EE and most related Java technology; Javascript, HTML, CSS, XML and related technologies; so-called LAMP (Linux, Apache, MySQL, PHP) technology; SQL, relational database design and implementation (primarily using MySQL), design patterns concepts, agile software development techniques. Decent to good knowledge of C, C++, C#, Perl, Python, Tcl among other programming languages. Excellent knowledge of and experience with object-oriented programming techniques. Excellent knowledge of UNIX and particularly Linux, specifically in Red Hat and Ubuntu distributions, and IBM's AIX version of UNIX. Extensive experience installing and administering LANs, using a typical mix of Windows and Linux operating systems on individual computers and Linux as the networking operating system. Experience in installing a wide range of software servers in Linux, for example an e-mail service using Postfix and Doveco, among many others. Extensive experience in developing interactive websites. Excellent knowledge of web services techniques including hands-on use of SOAP, XML-RPC, WSDL and UDDI implemented in PHP and Java. Experience with NetBeans and Eclipse IDEs. Knowledge and use of Ant, Maven and CVS techniques. Knowledge and extensive experience with Tomcat, Apache, JBoss and similar server technology. Experience and knowledge of network (TCP/IP) programming using Java and C. Experience in using a full range of Ajax techniques. Some experience with BEEP as an alternative to HTTP for application layer use in web services applications. Experience with Hibernate. Some, but limited, experience with IBM WebSphere and Rational Application Developer software.

### **Financial management**

Senior-level financial management experience in large, well-known companies. Hands-on experience setting up and maintaining a range of computerized accounting systems for small businesses. Financial management for small manufacturing companies that I have run or helped to run. Excellent knowledge of financial and management accounting. Extensive experience in preparing corporate and other tax returns and extensive experience in tax planning and tax reporting for small businesses.

## Chronological experience

### **Wendell Murray Associates Inc.** Kennett Square PA

Strategic, operational, financial and systems consulting. Business development. Business representation of Italian companies in the USA. Active in the USA and in Italy. 2003-current.

- Strategic and operational advice to four leading developers/vendors of software for physicians practices
- Development of a software system using open source database, voice management and web-access software tools to automate administrative functions for a psychology practice
- Development of a website for use in scheduling providers in a 20-provider anesthesia medical practice
- Business administration advice for specialist practices
- Advice on evaluation/purchase of medical information system for a large (120,000 patients) multi-office, primary-care medical practice in Chester County PA
- Business management, strategy development, financial management advice for a developer of large-scale commerce websites
- Business valuation, strategy advice to a leading regional architecture/interior design business
- Supply chain improvement advice for a manufacturer of high-end wedding dresses
- Turnaround plan, financing for a manufacturer of marine electronic equipment
- Business development plan for marketing a web-based software product developed by a nursing home operator to schedule per diem nursing personnel
- Translation services and advice on program development for healthcare management program at Università L. Bocconi in Milan Italy
- Advice on use of information technology to Ospedale Koelliker in Turin Italy, a leading private multi-specialty ambulatory facility and 100-bed hospital
- Plan for converting electronic medical records (EMR) systems developed for the USA market for use in Italy

### **Pallet Recyclers of New York Inc.** Saratoga Springs, New York. 1992-2003

President Founded and ran a manufacturer of wooden pallets made from wood recovered from existing pallets. Saw an opportunity to start a business by underpricing and outperforming the dominant vendor. Sold business in 2003.

- Built business to \$4 million in revenue from zero in an intensely competitive, commodity industry
- Maintained profitability by increasing worker productivity at least 10% each year
- Obtained bank financing from one of the toughest lenders in New York State to launch the business
- Succeeded in replacing the existing supplier 75% of the time when seeking new customers
- Supplied many major companies including Coca-Cola Bottling, GE-Plastics, Target

### **Serotta Competition Bicycles** Saratoga Springs, New York. 1990-1992

Chief Operating Officer

Co-ran with the founder, Ben Serotta, a leading manufacturer of top-end bike frames during a period of fast growth. Serotta has long been one of the leading innovators in frame design, in particular tube design. Over the past 30 years it has built many of the frames used by U.S., Olympic, world championship and professional racers. Hired to help manage growth after the company received a large capital infusion.

- Sales tripled in two years to \$4 million
- Sourced raw materials and componentry from Italian and Japanese suppliers
- Set up a new manufacturing facility to build mountain bike frames and complete bikes. New line of business which doubled output for the company in one year
- Installed a LAN (NetWare) and an ERP computer system (Platinum)
- Created a separate mail-order business to sell \$.5 million in excess product
- Supervised manufacturing, bike assembly, purchasing, logistics, accounting and other financial functions, inventory, fulfillment

**WSS Partners** Los Angeles, California. 1988-1989

**Founder** Created business plans, raised financing for 2 post-production (editing) facility projects.

- Raised \$3 million in loan commitments to acquire the West Coast operations of a video post-production company. Partnered with the executive who built the operation from scratch
- Raised \$1.5 million in equity commitments and \$3 million in loan commitments for a post-production sound facility centered around Oscar-winning sound mixers. Sold my interest in the project to Lucasfilm

**Walt Disney Company** Burbank, California. 1986-1988

**VP-Finance, Consumer Products**

Consumer products encompassed all licensing, merchandising, music, publishing, educational and retailing activities of Disney. Operations were world-wide. Hired to organize the financial staff of individual divisions and non-U.S. offices. Helped expand the lines and volume of business working with operating managers and the head of business development.

- Negotiated the sale of one of the group's units for a \$20 million gain
- Planned/helped negotiate direct publication of licensed magazines and books in Italy for a 10 million increase in yearly income
- Supervised all accounting, financial reporting, analysis, budgeting, auditing and systems development. Directed a staff of 80 professionals
- Helped develop strategy to expand publishing operations and establish retailing outside the theme parks
- Group generated \$400 million in yearly revenue

**Time Inc.** New York, New York. 1981-1986

**Director** Treasury Department. 1984-1986

- Evaluated financing proposals pitched by investment banks for the Treasurer and the CFO
- Initiated a share repurchase program to absorb excess liquidity and boost the stock price
- Negotiated the sale of an equity investment in another media company for a 100% gain
- Saved \$2 million in interest costs by issuing commercial paper versus bank borrowing to fund an acquisition

**Manager of Financial Planning** Video Group 1983-1984

- Supervised a staff of 15. Analytic, planning support for Group VP in charge of cable operations
- Financial management for Time-Life Video, a producer and distributor of educational videos
- Helped develop and financially manage a \$15 million project that created and tested distribution of

information via cable. Precursor to the Internet

**Manager of Financial Planning** Home Box Office 1981-1983

Financial planning and analysis for top management. Directed budgeting process for a fast-growing \$600 million company

**Andersen Consulting (now Accenture)** New York, New York 1979-1981

**Consultant.** Information systems integration and implementation

- Comprehensive information systems plan for Academic Press
- Commodities reporting system for Continental Grain Co.
- Financial consolidation system for American Can

**EDUCATION & OTHER**

**MBA** Amos Tuck School (Dartmouth College). Finance/accounting.

**BA** University of Vermont. English/languages

**Languages:** Native English speaker. Excellent written and spoken Italian. Decent German and some Russian.

**Computer technology:** Experience with a wide range of information technology tools. Excellent knowledge of programming languages Java, Javascript, PHP, XML. Good knowledge of C, C++, C#, Perl, Python, Ruby, HTML, CSS. Excellent knowledge of the Linux/GNU operating system including most programs packaged by distributors such as Red Hat and Ubuntu. Excellent knowledge of MySQL RDBMS. Some experience with Access, MS SQL, Oracle, Firebird. Excellent knowledge of Apache web server and Tomcat application server. Excellent knowledge of theory and implementation of web services, XML-RPC and REST. Excellent theoretical and good practical knowledge of the TCP/IP protocol suite, HL7 reference model and data protocol, ELINCS and Mirth (interface engine). Good knowledge of the Microsoft XP operating system. Experience creating and administering LANs and creating interactive websites and commercial website.

**Computer systems:** Experience with ambulatory healthcare information systems such as Healthmatics, eClinicalWorks, Practice Partner, Greenway Medical EMR OpenEMR, the Department of Veterans' Affairs VistA system, AmazingCharts, among others. Knowledge of computerized accounting systems.

**Healthcare policy:** Excellent knowledge of healthcare policy and healthcare system issues in the USA and some knowledge of healthcare systems in Italy and in the UK.