

Lucian M. Cojescu

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CIO / CTO / SVP INFORMATION TECHNOLOGY

Accomplished Business Executive with extensive experience leading global business and technology operations in challenging and competitive markets generating millions of dollars in profitable growth. Internationally renowned public speaker on risk assessment and management in enterprise security. Successfully direct globally dispersed, cross-functional teams in designing and deploying Microsoft Azure or Amazon Web Services (AWS) cloud-based system solutions to aggressively target and penetrate markets worldwide.

CORE LEADERSHIP COMPETENCIES

- Cross-Functional / Cultural Collaboration
 - Resource Identification, Allocation, Deployment
 - Leveraging Strategic Global Relationships
 - P&L / Budget Accountability
 - Distributed Global Team Management
 - Strategic Planning & Tactical Execution
 - Negotiating Contract Solutions
 - Integrating Technology & Business Strategies
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PROFESSIONAL EXPERIENCE

PromaxBDA International – Los Angeles, CA **1999 – Present**
Worldwide association of entertainment marketers and designers.

Chief Information Officer **2010 - Present**

Provide strategic vision and direction for development and implementation of all information and technology and engineering services for association with a global membership of 10,000+ companies and individuals. Define and align information systems implementation strategies with regional offices located in London, UK, Sydney, Australia, and Singapore.

Senior Vice President, Global Information Systems **2006 - 2010**

Vice President, Global Information Systems **2003 - 2006**

Director, Information Technology **1999 - 2003**

Selected Achievements

- \$7.5 million in annual revenue generated by a fully customized, fully automated Awards system developed in-house, responsible for the submission/transcoding/processing of more than 55,000+ video assets submitted for 19 award competitions on 6 continents annually. These award entries are scored and tabulated online by more than 2,500 judges using a secure, real-time platform using one of the most powerful cloud-based content delivery networks available.
- \$1.9 million in cost savings generated as result of overseeing implementation of digital strategy that utilized on-demand Software as Service (SaaS) architecture versus developing entire project in-house.
- Directed multinational, geographically distributed development teams to create numerous cost-effective global software solutions, saving \$1.1 million in development costs.

- \$800,000+ in sponsorship revenue raised by leading creation and launch of company's first global CRM/ERP system, which was key to boosting brand awareness and facilitating global partnerships.
- Successfully negotiated favorable pricing/terms with vendors for numerous software licenses, hardware equipment, technical and telecommunications contracts; saved \$400,000+ over a four-year period.
- \$150,000 in revenue growth garnered after designing and rolling out proprietary video-on-demand service for ABC, NBC, CBS, and FOX networks, providing breakthrough strategic growth to this firm.
- Grew association to 500+ active members in Europe and more than 490 in Asia as result of championing an initiative to establish international chapters managed from overseas offices by steering committees.
- 30% in gross revenue growth with 15% increase in member satisfaction and 18% increase in member growth achieved after integrating technology and business strategies to support company's IT infrastructure.
- 25% in revenue growth attained by plan across operations. Designing and deploying custom CRM/ERP platform to enable all global offices to conduct data analysis, playing a key role in overcoming cultural barriers across operations.

NET DOT SOLUTIONS – Newport Beach, CA

1996 – 1999

Provider of an array of high-tech information management solutions.

Director, Global Information Technology Services

Oversaw IT department with accountability for developing organization's structure, strategic growth plans, and all operational policies/procedures. Established and maintained business processes and flows for meeting revenue targets. Initiated data/Internet security, auditing, and implementation of best practices.

Selected Achievement

- \$140,000 in cost savings produced by developing and launching offshore operating model to streamline and enhance system development efforts.

SPEAKING ENGAGEMENTS

The City of Santa Monica - Speaker / Mentor Youth Technology Program

2014 – Present

The City of Santa Monica Information Systems, Community and Cultural Services, and Housing and Economic Development departments have collaborated to launch a program to facilitate career opportunities in technology for Santa Monica youth.

The Society for the Policing of Cyberspace (POLCYB) ANNUAL GENERAL MEETING – Vancouver, Canada

February 12, 2012

Risk Assessment and Management in Enterprise Security

- The speaker's panel also included Dr Prescott Winter, former Chief Information Officer and Chief Technology officer of the National Security Agency (NSA)

The POLICING CYBERSPACE INTERNATIONAL CONFERENCE 2012 – Bucharest, Romania

May 21-25 2012

Cybercrime Threats from Eastern Europe and Other Regions: Global Perspectives on Cybercrime Trends, Threats, Proactive Measures, Assessment, and Management

EDUCATION

- **PEPPERDINE UNIVERSITY – Malibu, CA**
Presidents and Key Executives MBA
- **UNIVERSITY POLITEHNICA OF BUCHAREST – Bucharest, Romania**
B.S. in Electronics, Telecommunications and Information Technology