

LUCIAN M. COJESCU

Chief Information Officer

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Accomplished business and technology executive with extensive experience leading global operations in challenging and competitive markets generating millions of dollars in profitable growth.

Successfully led globally-dispersed, cross-functional teams in designing and deploying Microsoft Azure or Amazon Web Services (AWS) cloud-based system solutions as well as iOS or Android mobile applications to target and penetrate markets worldwide aggressively. Internationally renowned public speaker on risk assessment and management in enterprise security.

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 & Change Management
 - Negotiating Contract Solutions
 - Integrating Technology & Business Strategies
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Professional Experience

PromaxBDA International | Los Angeles, CA

Worldwide association of entertainment marketers and designers.

1999 – Present

Chief Information Officer

2010 – Present

- Provide strategic vision and direction for the development and implementation of all information, technology and engineering services for association with a global membership of 10,000+ companies and individuals with representation in over 65 countries, at every major media organization, marketing agency, strategic and creative vendor and technology provider.
- Oversee technology system operations and manage a portfolio of large scale, high profile global technology projects and globally distributed development teams of over 40 employees and contractors, including third-party vendors and outsourced partners, with emphasis on agile development methodologies and project management best-practices, in a demanding environment of a 24/7 operation.
- 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 six 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.
- Developed global technology strategy in conjunction with all regional offices, responsible for increasing the Awards revenue of the association by over 15% year-on-year over five years, to more than 52% of the total global gross annual revenue of the association.
- \$1.9 million in cost savings generated as a result of overseeing implementation of a 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 the 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 a result of championing an initiative to establish international chapters managed from overseas offices by steering committees.
- 30% in gross revenue growth with a 15% increase in member satisfaction and 18% increase in member growth achieved after integrating technology and business strategies to support the company's IT infrastructure.
- 25% in revenue growth attained by plan across operations. Designing and deploying a custom CRM/ERP platform to enable all global offices to conduct data analysis, playing a key role in overcoming cultural barriers across operations.

- Spearheaded the General Data Protection Regulation (GDPR) compliance project, including the assessment, data security solution design, data segregation, data discovery, and classification design, in line with best practices, governance, planning, budget management, and evaluation. Designed a Privacy Program to meet compliance, working closely with internal and external teams. I also investigated and implemented technologies to protect data in transit and rest within and outside of association boundaries (SaaS, Paas, and Iaas).

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**
Master of Science in Business Administration - Presidents and Key Executives MBA
- **UNIVERSITY POLITEHNICA OF BUCHAREST – Bucharest, Romania**
B.S. in Electronics, Telecommunications and Information Technology