

# DOMINIC TAVERNITI

Contact: <https://goo.gl/Nz2px1>

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## PROFESSIONAL PROFILE

Over 20 years experience in an exciting and diverse business career, spanning international business expansion, business ownership and product management. Expertise in areas of product development, operations, team management, business growth, marketing, and designing, developing and managing products.

Key Accomplishments:

- Known for a lead-by-example management style, creative thinking and a drive to innovate. Recognized for professionalism and integrity by both clients and colleagues alike.
- Possesses outstanding communication skills and the capacity for learning quickly across multiple disciplines.
- Practiced in marketing, sales, branding, digital strategy, web programming, project management and product development.
- Entrepreneur who grew two businesses from the ground up through effective business planning, innovative marketing and exceptional client support.

## PROFESSIONAL EXPERIENCE

UGoTour  
**VP, Technology & Marketing**

Asheville, NC  
2016 to present

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UGoTour is a new media startup company in the travel and tourism sector providing an interactive media and marketing channel to businesses, destination marketing organizations, tourism development authorities and convention and visitor bureaus to engage directly with their audience.

- Contract engagement to develop product roadmap and define technology architecture for next generation platforms, web application and native iOS/Android mobile apps; maintain and enhance existing product set; manage agile product development; design user experience and prototype next gen products.
- Company and business development activities, including developing growth strategies, seed round capital raising, cultivating strategic partnerships, and designing operational processes. Through a combination of operational efficiencies and the establishment of a key strategic partnership, content production capacity and market expansion was exponentially multiplied.
- Company-wide marketing responsibilities, including B2B, B2C and client marketing enablement through education, collateral and reporting. Clarified value proposition and messaging, and defined audience segments for targeted marketing efforts. Increased in-app/on-site key conversions by multiples, month-over-month through effective audience centric marketing and optimized user flows.

SMARTRAC  
**Director of Software Engineering, Cloud Platform & Applications**

Fletcher, NC  
2015 to 2016

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SMARTRAC is the leading global company in the field of RFID technology to make products smart and enable businesses to identify, authenticate, track and complement product offerings with digital-based services. Linking objects with customers' IT systems and the Internet, SMARTRAC is enabling item level connectivity and tracking for the IoT.

- Manager of multi-disciplinary team of user experience and visual design, front-end web development and Java application development
- Product manager of SMART COSMOS Market, an e-commerce web application to sell and manage IoT SaaS platform extensions, and support the developer lifecycle, from onboarding to revenue reporting
- Scrum master in agile development of products ranging from web applications, native apps and demos/proof-of-concepts focused in areas of IoT/NFC for the retail, automotive, healthcare, food and manufacturing sectors.
- Office manager responsible for outfitting, launching and managing new facility

BLACKBAUD  
**Practice Manager, User Experience & Design, Client Services**

Charleston, SC  
2011 to 2015

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Blackbaud is the leading global provider of software and services designed specifically for nonprofit organizations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. With annual revenues over \$560 Million, Blackbaud supports 27,000+ customers worldwide.

- Managing, developing and mentoring cross-functional Professional Services teams of senior Information Architects, Visual Designers, Online Marketing Strategists, Product Consultants and Pre-Sales Professionals
- Ownership of Sales Support for interactive products and services; closing \$4M of \$8M pursued in 2014
- Planning, staffing, and leading annual conference presence for Interactive Services department
- Participating in and leading integration efforts following company acquisition, including compensation leveling, sales support, product strategy, and services consolidation
- Working closely with Marketing to devise and execute strategies that raise awareness and maximize lead generation
- Developing product and services offerings, including website and user experience design, CMS implementation, SEO/SEM, strategic retained engagements, conversion optimization and analytics, and donor engagement
- Product manager of SaaS web applications for content, media and e-commerce management
- Executive Sponsor on marque enterprise client projects/accounts to resolve client escalations and strengthen relationships
- Interfacing with client, vendor and strategic partner executive-level management to establish and maintain relationships

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### **Internet Solutions Manager, BLACKBAUD**

2009 to 2011

- Collaborated with Product Mgmt., Services and Customer Support to improve offerings across business
- Responsible for positioning and selling entire Internet solutions set (product/services/support/hosting)
- Developed and ensured adherence to sales pursuit processes in cooperation with Sales teams and management
- Led discussions with client prospects as to understand needs, develop digital strategy and define solution set
- Rolled out new solution capabilities and recommended sales tactics to sales teams
- Prepared presentations, proposals, and Statements of Work for sales opportunities, as well as RFI/RFP responses

### **EARLY CAREER**

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#### **Owner, Web Designer and Developer, APPLIED VITALS**

San Francisco, CA; Charleston, SC 2005 to 2009

Full service web design and development, with e-commerce focus; technology consulting; graphic design, branding and marketing. 2008 Webby Award and 2008 IAC Award for participation on team responsible for Eyesondarfur.org

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#### **Operations Manager & Partner, SUNCHI CAPITAL CORP.**

San Diego, CA 2002 to 2005

Business development, franchise contract negotiations and controller for investment and international business expansion firm, specializing in expanding U.S. franchises into Asian markets, including Gold's Gym and Stuart Anderson's Black Angus.

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#### **Manager, Program & US Operations, NANOENGLISH**

Seoul, South Korea 2001

Curriculum design, online program direction, instructor hiring/training/managing for Internet-based education company providing virtual education classes to South Korean school-aged children.

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#### **Client Service Manager, USER INTERFACE**

San Francisco, CA 1999 to 2000

Customer relation program development and execution of major accounts, including Microsoft and CNET, for a customer relations & intelligence firm working with technology clients to gather, analyze and repurpose top-tier customer data.

### **EDUCATION**

Bachelor of Science in Management (1996), Marketing with International Business focus  
A.B. FREEMAN SCHOOL OF BUSINESS, TULANE UNIVERSITY, New Orleans, LA

Honors: Levy-Rosenblum Institute for Entrepreneurship Award  
Dean's List

Certificates: Univ of Pennsylvania - The Wharton School, An Introduction to Marketing, Online 01/2014