

# JOHN K. FINLEY

Swedesboro, NJ 08085

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## INFORMATION TECHNOLOGY EXECUTIVE

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*"Transforming IT organizations with the right people, proven business models and positive leadership to deliver real customer service with an elegant touch."*

Vice President of Information Technology and Client Services. Specialty in building successful IT organizations from the ground-up, restructuring, mergers and acquisitions and moving organizations to the next level. Deep experience in staff development, team building and relationship management. Leveraging an extensive background and hard-earned IT, marketing and customer service experiences shaped from being in the trenches of people and technology for over 20 years. IT is a customer service organization continually needing focus, encouraging ordinary people to do extraordinary things and strong leadership to develop and grow a customer-centric success model.

### HIGHLIGHTS

**Marketing:** Responsible for Versify's Inbound Marketing strategy resulting in a 75% growth in lead generation.

**Growth:** Developed NRG and Versify's IT product, service and delivery operations processes and work management solutions including monthly key performance indicators for executive management.

**Restructuring:** Transformed NRG's almost non-existent post-bankrupt IT department into a fully operational and efficient organization capable of supporting fast-paced M&A projects with a 200+ application portfolio.

**Technology:** Extensive and broad technology background including infrastructure, application development, product development, program/project management, compliance, vendor management and operations.

**Entrepreneur:** Employed by various small startup and growth companies and have a willingness to embrace risk, innovation and continuous improvement.

**Business Development:** Excellent at relationship management, communicating between client, business and technology organizations and cultivating new business opportunities.

### PROFESSIONAL EXPERIENCE

**VICE PRESIDENT, VERSIFY SOLUTIONS, GLENN MILLS, PA**

**2010 – PRESENT**

#### **Client Services & Operations**

Versify Solutions develops cloud-based Software-as-a-Service applications and business solutions for the energy and utilities industry. Versify's applications provide a rich suite of web-based business intelligence and reporting capabilities for Energy Trading, Dispatch/Operations and Plant Operations.

- Executive entrepreneur responsible for the company's growth, strategic direction, operational and customer service excellence, marketing and business development.
- Increased sales opportunities by 75% through consistently generating sales leads by executing inbound marketing strategy for Versify's entire product suite leveraging multiple online campaigns and product repackaging. Published on EnergyCentral.com.

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- Maintained and grew Versify's client portfolio, customer product implementations and the company's revenue with a successful team of technologists.
- Delivered the corporate intake-to-delivery processes and methodology to support growing customer base while maintaining neutral headcount, increasing productivity and client satisfaction.
- Implemented new private cloud infrastructure for Versify's SaaS applications to support client growth, scalability and DR/BC requirements.

## **DIRECTOR OF IT, NRG ENERGY, INC., PRINCETON, NJ**

**2004 – 2010**

NRG Energy, Inc. (NYSE: NRG), a Fortune 500 company, owns and operates 44 power plants providing more than 24,000 megawatts of generation capacity serving more than 1.7 million customers. NRG maintains trading floors and real-time energy control centers in Princeton, Houston, and Louisiana.

- Successfully developed and directed a high-performance team of 60 professionals in multiple national markets supporting an application portfolio of 200+ with over \$8 billion in revenue managed by the traders, real-time energy operations and finance business partners.
- Launched a new IT department moving from Minneapolis to Princeton from the ground up and developed an all new Sarbanes Oxley compliant control environment to support business operations.
- Planned and executed post-bankruptcy national corporate relocation and several mergers and acquisitions, integrating the application portfolio, personnel, and processes resulting in an additional \$2 billion in annual revenue.
- 2004-2005: Moved NRG from MN to NJ, 100 applications rebuilt, new data center, hired all new IT staff.
- 2006: Texas Genco M&A - Equal in size to NRG, 26 projects, IT budget \$15mm.
- 2009: Reliant M&A – 2x size of NRG, 30 projects, IT budget \$30mm.
- Transformed and improved IT service levels and efficiency by 15% through designing and implementing large scale operational processes and services, including project methodologies, software development methodologies (Agile), SOX/COBIT control environments, and employee and leadership development programs.

## **MANAGER OF APPLICATION DEVELOPMENT, PNC FINANCIAL SERVICES, PHILADELPHIA, PA**

**2000 – 2004**

PNC Financial Services is a diversified financial service company engaged in retail banking, corporate and institutional banking, asset management, residential mortgage banking, and global investment servicing.

- Led a team of 15 in multiple regional locations in responsible for 25 enterprise web based investment and trading applications supporting PNC Advisors' wealth management revenue.
- Managed, designed, and implemented several major customer facing applications (401k portal with over 100,000 participants), internal business applications (portfolio management and trading platform) and architectural platforms (middleware, EAI, ETL) saving PNC Advisors' over \$1 million annually in development and maintenance costs.
- Improved IT service levels by 10% through implementing comprehensive IT operational processes, procedures, and tools including project management, SDLC methodologies, audit compliance, and change control.

## **SENIOR PROJECT MANAGER, OMICRON CONSULTING, PHILADELPHIA, PA**

**1999 – 2000**

Confidential

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Omicron Consulting is a leading technology implementation firm, recognized for its expertise in software development, networks, and business solutions.

- Organizational leader of a team of 6 developers and a technical subject matter expert for a variety of companies entering the Internet market.
- Designed and led the team to develop KoolCalendars.com, the first web-based digital calendar, and Cyberprinter.com, the first web-based digital printing service. These products were the precursor for such products as Snapfish.com, Shutterfly.com, and VistaPrint.com.
- Utilized best practices for project management and software development including project financials, requirements definition, architectural design, project plans, testing plans, and post-production support.
- Managed high-performance project teams comprised of customer representatives, technical resources, and vendors ensuring all phases of the project and technology implementation were delivered to the customer's expectations.

## SENIOR PROJECT MANAGER, IBS INTERACTIVE, MARLTON, NJ

1998 – 1999

IBS Interactive provided comprehensive, cost-effective Internet and information technology solutions to businesses and organizations.

- Managed a sales and technical consulting team of 6 designing and implementing innovative business, financial, and marketing strategies for clients.
- Recommended and managed web-based solutions and strategies for clients, including South Jersey Online, Wharton School of Business, and other small to mid-sized companies starting their web presence.
- Improved communications and time-to-market for the customers and technical employees by redefining and streamlining the proposal and estimating process using standardized tools, methodologies, and processes.

## PROFESSIONAL DEVELOPMENT

Coaching Certification Program, Columbia University, October 2008 – May 2009

Enhancing Team Effectiveness, Senn-Delaney, October 2008

Leadership and Coaching, Fred Pryor, 2008

Leadership Development Program for Executives, NRG Energy, 2007

ITIL Foundations Certification, February 2007

MBTI: ENTJ    Strengths: Creativity, Troubleshooting, Entrepreneurial Spirit

## EDUCATION & CREDENTIALS

Bachelor of Information Systems (BS), Drexel University, Philadelphia, PA

Associates in Computer Science (AS), Spring Garden College, Philadelphia, PA

*"Entrepreneurial spirit is a mindset. It's an attitude and approach to thinking that actively seeks out change, rather than waiting to adapt to change. It's a mindset that embraces critical questioning, innovation, service and continuous improvement." – Forbes 2013*