

# Jerry D. Roxas

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## Summary

A seasoned, executive level, hands on manager with a strong background in information technology, software development, database administration, operations management and team development. I am an organized, dedicated, forward thinking individual with extensive management experience in the financial services, healthcare, and content provider industries. My professional experience is focused on operational and technological infrastructures with the strong belief that a solid foundation is essential to a company's longevity, sustainable margins and overall market value. Therefore his project management approach has always been to solve the problem that is coming, while addressing the problem that is here. My specialized skills are complimented by personal qualities that include exceptional written and verbal communications, proven management skills, and the ability to adapt quickly and efficiently to dynamic situations.

## Professional Experience

PREMIER BUSINESS NETWORK, LLC, Reno, NV (*An exclusive membership group for small businesses and entrepreneurs*)  
**Co-Founder, COO** **Oct 2013 – Present**

- **Lead role in developing business model and plan.**
- Co-developed and implemented affiliate marketing plan and compensation structure.
- Responsible for all day to day operations, including vendor selection and negotiations, order processing, on-boarding of members, fulfillment packages, customer service, platform development and marketing.

MYDIGIBRAND, San Diego, CA (*A digital marketing firm*)  
**Web Developer & Social Media Strategist** **Mar 2013 – Present**

- **Designed and developed multiple websites for a variety of industries**, utilizing both HTML5 and WordPress.
- Implemented social media strategies to establish an engaging online presence for my clients.

ROWHOUSE, LLC, San Diego, CA (*A business management consulting firm specializing in operations and IT management*)  
**Operations & IT Management Consultant** **Jan 2008 – Present**

- **Oversaw design, development and implementation of a community based web portal**, designed to deliver online cognitive behavioral courses to both wholesale and retail markets. Application was written in PHP/JQuery with a MySQL backend, with all content served via a custom CMS back end.
- Managed development team that maintained and supported the legacy, custom web application **supporting over 400k end users**. Responsible for bug fixes and design/development of additional modules, custom reporting and client integrations. Application was written in both Classic ASP/.NET with a SQL back end. Development included interfacing to a variety of third party applications such as iContact, LimeLight, PayPal, MapQuest and more.
- **Implemented standard operating procedures**, including written procedures manuals, human resources functions, desktop/network configurations, customer service policies, and best practices for software development.
- Migrated company from manual accounting processes to **automated inventory management, payables/receivables and purchase ordering** utilizing QuickBooks Pro.
- **Designed and implemented an internship program** that consists of a rigorous 16 week program for 4-6 students per semester. Participants handle low level trouble tickets and desktop support in exchange for real world training on network administration and .NET programming.

MAXMED TECHNOLOGIES, INC, San Diego, CA (*A wholesale medical device firm specializing in custom orthotics*)  
**Director of Operations** **Jul 2005 – Jan 2008**

- **Design, develop and maintain web based applications** utilizing .NET, C#, ASPX, HTML and CSS. Utilized VS2010 for development and SourceSafe for source control. Deployed proprietary software utilizing Updater Application Block to over 300+ installations nationwide, processing digital images and facilitating custom orthotic ordering process.
- **Administered SQL database** utilizing MS SQL Server Management Studio 2005 and RedGate.
- **Doubled production output while reducing operating costs nearly 30%** over an 18 month period.
- **Managed staff of 14 employees** over all departments including production, customer service, technical support and accounting.

INTEGRATED SERVICES GROUP, LLC, San Diego, CA (*An asset management firm specializing in consumer receivables*)  
**Founder, CEO/COO** **Nov 1998 – Jul 2005**

- Completely self-funded endeavor, and **grew company to 48 employees in 3 years**, with annual revenues of \$3.8m.
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- **Secured a \$25 million line of credit within six months** of starting company, based solely on a proprietary pricing model that I developed.
- **Purchased, serviced and traded over \$1.6 billion** in distressed consumer loan portfolios.
- **Co-designed and developed a proprietary loan servicing application** that rose the 'cream of the crop' to our loan servicing team and facilitated the collection process.
- **Negotiated all vendor contracts**, including corporate offices, IT contracts, employee benefits, business contracts, and portfolio purchase and sale agreements.
- Managed daily operations, including production, accounting, human resources, IT and software development.

CONTIASET RECEIVABLES MANAGEMENT, LLC (CARMA), San Diego, CA (*A consumer financial asset management firm*)

**Co-Founder, VP Operations/Information Systems**

**Aug 1995 – Nov 1998**

- **Negotiated and merged** Alderney Capital Management, LLC (was 49% stakeholder) with investment arm of Continental Grain to form CARMA.
- **Secured a \$25 million line of credit** to purchase distressed consumer loan portfolios based on stratification and pricing models that I co-developed.
- **Designed and wrote multiple software applications** for asset evaluation, servicing and financial asset portfolios utilizing RPGIV on IBM AS/400 platform.
- **Evaluated multiple loan servicing companies for purchase**, resulting in the purchase of a Chicago based firm with 100+ employees for over \$15 million.
- Managed daily operations, including accounting, human resources, IT and software development.

## Skills

OS: Windows Server, Windows XP/Vista/7, Linux, iOS, Android, Windows Mobile, OS/400, CL  
DB: Microsoft SQL Server, DB2, FoxPro, DBIII  
Languages: .NET, C#, PHP, HTML, CSS, XML, Visual Basic, Classic ASP, JavaScript, Transact-SQL  
Applications: Visual Studios, DevExpress, Microsoft SQL Server Management Studio 2005/2008, Team Foundation Server, RedGate Compare/Data Compare, IIS, Microsoft Office, VoIP, various Antivirus/Group Meeting/FTP tools, various third party API's (i.e. PayPal, MapQuest, LimeLight, merchant processors, etc.)

## Education

SAN DIEGO STATE UNIVERSITY, San Diego, California

**B.S. in Business Administration, w/emphasis in Business Management**

## Certifications

SCRUM.ORG, Accreditations by the creator of Scrum

**Certified Scrum Master (PSM I)**

## Community Involvement

ALPHA KAPPA PSI, MU SIGMA, the nation's oldest Professional Business Fraternity

**Lifelong Member, former Executive Vice President and Consultant on pro-bono student consulting team and active member of the San Diego Alumni Chapter**

**Present**

SDSU ALUMNI ASSOCIATION

**Lifelong Member**

**Present**