

William Matthew Wilson

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Mr. Wilson is versatile project manager, analyst, designer and web developer with technology, construction, insurance, sales and small business experience. His business experience includes new business development, existing business re-engineering and some 12 years of project management experience in various industries - primarily technology, fabrication and architectural hardware. He is an outstanding team player with strong initiative, learns quickly, takes ownership of projects and builds relationships easily.

Integrated Facility Systems (IFS)

May 2007 – Present

Mr. Wilson has supported IFS for technology needs for more than five years and in 2007 was brought in-house to develop a new online furniture store concept. *ARCmotiv* was conceived to provide an online outlet for mid-century modern design furniture. Mr. Wilson fully developed the business concept, and go-to-market strategy, including naming the company, developing the logo and branding and defining back office functions. He selected the products and developed and populated the online store, including sourcing and managing a vendor for custom script development. Mr. Wilson optimized the site for ranking with the top three search engines – Google, Yahoo and MSN – and developed an online advertising strategy using both traditional (ad words, direct placements) and viral marketing techniques.

Thatcher Mathias, LLC

Jan 2001 – Present

As an independent advisor, Mr. Wilson has undertaken a wide variety of projects for clients. These projects have included setup of small business wireless and land-based networks and phone systems; development of blogs and websites; development of technology strategy; and business process improvement and process automation. Clients have included:

Mainstream Democrats

December 2007 - Present

A Florida CCE organization needed a new online presence. Mr. Wilson is currently developing a new logo and website which will allow the client to easily update content and financial reports.

A Boutique Real Estate Firm

December 2007 -January 2008

A boutique real estate firm with offices in several Florida cities needed a website that would provide a customizable interface unique to each location, including listings and MLS feed. Mr. Wilson developed a content management enabled website that allows the firm to easily update information.

Eli Cates, Photographer

January 2007 – Present

Mr. Cates is a photographer and political blogger who needed to implement a web-based gallery and integrated content management system. Mr. Wilson designed and created a unique web presence that combined a gallery, blog and content manager in a single seamless interface. Since launching the site, Mr. Wilson has provided ongoing maintenance and support.

Airport Operations Form Automation

October, 2006

A class B regional airport needed to automate a number of their operational processes to comply with TSA security directives. Mr. Wilson was hired by a technology company working with the Airport to develop new electronic security authorization forms and analyze potential integration points with the TSA and law enforcement for background checks.

Integrated Facility Systems

2002 – Present

Mr. Wilson has been the technical consultant for Integrated Facility Systems since 2002. He has implemented numerous projects, including installation of email and file servers, wired and wireless networks in all facilities, Terminal server and VPN for remote offices, an Avaya phone system with email voicemail integration and migration to Microsoft Small Business Server and Exchange. Additionally, Mr. Wilson has redesigned IFS's web site, created the company's logo and branding strategy and created numerous print advertisements for the firm.

Florida Representative Lorraine Ausley

September 2006 - Present

Florida Representative Lorraine Ausley needed to revamp her communications process with her staff and office. Mr. Wilson developed a strategy for migrating her office to a new communications platform that enabled shared calendaring and contacts. He then redesigned her website and implemented the new communications strategy. Mr. Wilson has been handling Representative Ausley's technology issues since 2004 and has successfully completed more than a dozen projects for her.

MDG Studio, Inc.

2002 - Present

Formally Mateo Design Group. Mr. Wilson has completed a number of web and infrastructure projects for MDG Studio since 2002, from multiple website re-designs to network and computer system upgrades. As part of a recent business relocation, Mr. Wilson built and implemented a Small Business Server to provide file and mail server functions along with several new workstations.

Allan Katz for City Commission Campaign

May – September 2006

Mr. Wilson was responsible for the technical aspects of the Allan Katz for City Commission Campaign. He designed and maintained the campaign website, managed campaign email, contact database and volunteer signup, managed online donations and trained campaign staff on website updates.

Insurance Adjuster, Marathon Search and Placement, Inc.

November 2005 – March 2006

Mr. Wilson was assigned to Citizens Property Insurance Catastrophe Resolution Unit to resolve problem claims. He was responsible for daily resolution of 20-30 issues ranging from simple to complex and was unit's top performer each month December – March. He re-engineered operational process between Resolution unit and Claims Accounting for improved communication to remove a bottleneck that was causing a two week delay in the processing of returned checks.

Partner, Conceptual Designer, Architectural Elements

July 2002-Sept 2003

Mr. Wilson developed an architectural product showroom and retail concept in Tallahassee, Florida. He selected the name *Architectural Elements* and designed the company logo and branding strategy. He selected the product lines to carry, negotiated terms and displays and established pricing and discounts in addition to designing the showroom layout and product displays. Once the showroom was open, Mr. Wilson managed the showroom and all aspects of customer delivery for the first 6 months, developing \$250K in new sales. Actively developed relationships with local businesses, including kitchen showrooms, architects, interior designers and contractors. Maintained memberships in the Chamber of Commerce, AIA, ASID/IIDA and others and participated in local chapter functions, including hosting presentations to architects and designers.

Project Manager, Integrated Facility Systems

July 2001 – July 2002

Responsible for Account management, project definition, CAD-based design and specification and installation management for an office furniture systems company.

Hardware Consultant, Häfele America Co

May 2000 – July 2001

Covered territory in Northern and Central Florida, roughly defined by Orlando, Pensacola and Jacksonville for an International distributor of hardware and architectural components. Managed approximately 400 accounts including retail showrooms, millwork shops, architects, designers and specialty manufacturers. Utilized background in millwork and casework to conduct site reviews with accounts to discuss automation of shop functions, modification of assembly layout and process, review of tools and fasteners and implementation of new products to improve operational efficiency or solve production problems.

Furniture Designer, Cherry Tree Gallery

December 1998 – April 2000

Owned a custom furniture shop in Tallahassee, Florida. Managed all aspects of business, including accounting, sales, marketing, design, construction and installation. Primarily worked with high-end New York jewelry designers to design and build luxury cases for traveling exhibitions and private showings. Designed and built a number of trade show booths for the luxury jewelry market.

Project Manager, Woodmasters of Florida

December 1994 – November 1998

Started with the shop as a designer and fabricator of custom home cabinetry. Over tenure, redesigned shop operations to increase productivity and simplify staff acquisition and retention. Redesigned scheduling and project approach to eliminate delays caused by parts ordering lead times. Conducted a cost-analysis of standard cabinetry and created an employee matrix that allowed optimization of work assignments based on hourly cost and skill. Revised pricing structures based on shop auditing and gained efficiencies.

Summary of Qualifications and Skills

- Nine (9) years experience developing logos and corporate identity collateral.
- Eight (8) years experience developing websites and online marketing concepts.
- Twelve (12) years experience in project and communications management.
- Eleven (11) years experience in process re-engineering and / or organizational change management.
- Ten (10) years experience in business development and management.
- Thirteen (13) years experience with Adobe Photoshop and Illustrator.
- Seven (7) years experience with Autodesk Architectural Desktop/AutoCAD.
- Twelve (12) years experience as project team leader.
- Six (6) years experience with smart home system design and wiring, including networks, security systems, speaker and entertainment systems, etc.
- Business development experience that includes revenue and cost projections, market analysis, specifications, ordering, invoicing and collections.
- Proficient with Adobe Photoshop, Dreamweaver, Go Live, Illustrator, Acrobat Designer and other graphic design applications.
- Proficient with Microsoft Office applications, including Word, Excel, Visio, Infopath, Powerpoint, Project and Access.

- Content Management Software installation, configuration and customization. MySQL schema setup and security, HTML, XHTML (valid), PHP and CSS and Implementation of Google Analytics and Webmaster Tools.
- Design and execution of Google AdWords campaign strategy and search engine optimization (SEO) for top search engines.
- 802.11x wireless access point and router setup and installation including security using MAC address, WEP/WPA, and SSID broadcast.
- Design and implementation of structural wiring plans for residential and commercial construction including pulling data/phone, CATV, video, audio wiring in new and existing construction, installation of structured wiring panels with modules supporting networking, audio (including

ABUS), phone, CATV, video (including modulation), and lighting. Termination, connection and configuration of "smarthouse" modules.

- Installation of Windows 2003 Server, including Domain controller / Active Directory, Kerio Mailserver, Public folders, Veritas Backup Exec and Terminal Server / IPSec secure remote access.
- Installation of Windows Small Business Server 2003 applications including Exchange, OWA, Blackberry/BES, SSL remote email.
- VPN/Firewall installation: Router to router, router to client and server to client VPN connection using IPSec and SSL.
- Master-level carpentry and woodworking skills, including furniture design and construction.

Education

Bachelor of Science, Geography, 1996, Florida State University

Bachelor of Science, Social Science (Urban and Regional Planning), 1996, Florida State University

Accredited Claims Adjuster Designation Program, 2005, University of Central Florida

Holds All Lines Property and Casualty Adjuster license from State of Florida