

# Daniel Doman

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Daniel Doman is an accomplished C-level executive who combines a passion for problem-solving with an exceptional understanding of technology's role as a business enabler. He has more than 20 years' experience in CIO and COO roles, as both a consultant and as a member of executive teams at start-ups and large organizations including **BeyondtheRack, Accoona, Liberty Travel, iStockPhoto, MediaPort, DoubleClick, AIG** and **Information Builders**.

Dan's pragmatic approach is particularly effective in deploying real-time improvements in large, complex production environments. He is uniquely skilled in implementing the principal of "building the airplane in flight" to execute just-in-time engineering initiatives. In doing so, Dan delivers a potent blend of strategic business vision, strong hands-on technical skills, and an inspirational management style that rallies IT organizations to meet any challenge.

## Recent Accomplishments

### BeyondtheRack

Brought in as consulting CIO for rapidly growing Montreal based Ecommerce company as it grew from less than 30 to over 180 in Canada and US operations.

- Assembled development and operations teams.
- Implemented ERP platform (NetSuite) to manage merchandising, finance, warehouse and event planning
- Developed analytics and data warehouse for targeted sales and merchandising
- Redesigned web site to handle volume that spikes to more than 800 queries a second and 1.5GB of traffic

### Accoona

Brought in as COO/CIO to resolve out-of-control expenses and stalled product development issues plaguing a five-division B2B services company with \$110M capitalization.

- Implemented tight financial controls in every unit, developed effective working capital models and centralized all operation resources.
- Achieved profitability in Accoona's money-losing \$160M ecommerce group by consolidating four acquired companies, completely replacing IT systems and revamping the inventory and accounting processes.
- Reduced monthly expenses in the Search division by more than \$250,000, cost-effectively launching the China division in accordance with Chinese investment laws.

### Liberty Travel

Catalyzed business transformation at a global travel leader by re-energizing a next-generation business platform project that had suffered from significant delays and over-budget problems.

- Reorganized product management and technology groups.
- Redesigned the next-generation business platform to allow step-by-step delivery.
- To provide additional processing support, moved Liberty's legacy mainframe systems to a modern architecture, allowing them to coexist with an evolving business model.
- Positioned the company for its 2007 acquisition by cutting expenses and delivering new platforms.

### DoubleClick

Developed, from the ground up, a world-class Internet advertising platform using advanced techniques to create behavioral targeting, yield management and analytical products that remain the standard of excellence today. Google acquired the DoubleClick platform in 2007.

**Education:** Dan holds a Bachelor of Arts in English from Pitzer College. He also completed non-degree graduate studies in Journalism at the University of Wisconsin.