

Paul Serkin  
862 East 14<sup>th</sup> Street  
Brooklyn, NY 11230  
(718) 338-3755  
[paul@serkin.com](mailto:paul@serkin.com)

## ***PROFESSIONAL HIGHLIGHTS***

- Over 25 years of experience in the information technology field
- Consulting Services Business Development
- Consulting practice management and office management experience
- Product Manager for Healthcare and Integration packages
- Technical sales support and customer interaction expertise
- Excellent analytical, organizational and problem solving skills
- Superb interpersonal, communication and leadership skills

## ***TECHNICAL SKILLS***

- Performed application design and development for various business and clinical systems
- Managed configuration, purchase and implementation of various hardware and software solutions including campus wide fiber optic TCP/IP Ethernet LAN, inter-facility WAN, Intranet and Internet connectivity
- Implemented Ethernet Switching and network upgrade to support over 1000 additional nodes
- Supported over 850 PC systems and all associated hardware and software

## ***CONSULTATIVE SKILLS***

- Responsible for business development activities, which included direct contact with customers, potential customers and sales force to review current and proposed product directions and architecture
- Cultivated business relationships with third party consulting firms and system integrators
- Handled revenue generation, budgeting/forecasting, project management, and resource scheduling
- Developed and implemented installation and training standards for major financial software packages
- Responsible for system design and implementation of customized order entry, reservations and inventory systems

## ***PROFESSIONAL EXPERIENCE***

- **Practice Manager,**  
Midtech Partners, Inc., Denver, CO. 2003 – 2004
- **Principal Consultant,**  
CTG HealthCare Solutions – Cincinnati, OH 2001 – 2003
- **Healthcare Product Manager, E-Business Division,**  
New Era of Networks/ Sybase – Emeryville, CA 2000 – 2001
- **Practice Manager, Professional Services,**  
New Era of Networks, Englewood, CO 1997 - 2000
- **Director of Technology, IS,**  
Bellevue Hospital Center – New York City, NY 1987 – 1997
- **Director Product Applications,**  
intelliMED Corporation – Fort Lee, NJ 1985 – 1987
- **Systems Consultant,**  
Health Information Systems – Brooklyn, NY 1983 – 1985
- **Client Services Representative,**  
Health Information Systems, Brooklyn, NY 1982 - 1983
- **Data Processing Manager/Office Manager,**  
Eastern Jewelry Manufacturing Company, New York City, NY 1980 – 1982

**CURRENT POSITION**

**MidTech Partners, Inc**

Denver, CO

**Practice Manager**

**May 2003 to June 2004**

As Practice Manager for this 20 person consulting firm, specializing in Middleware and integration technologies responsibilities include:

- Business development and partnership expansion for consulting services.
- Manage projects and company staff involved in integration projects.
- Performed technical training and analysis at customer sites in preparation for consulting engagements.

**PREVIOUS WORK HISTORY**

**CTG HEALTHCARE SOLUTIONS**

Cincinnati, OH

**Principal Consultant**

**NOV 2001 to May 2003**

Responsibilities included business development and partnerships with regard to systems integration consulting practice. Worked with integration systems vendors, third party application developers and end users in the healthcare arena to develop opportunities for consulting partnerships and engagements. Developed and implement marketing campaigns to enhance CTGHS position and promote CTGHS in the marketplace. Manage specific projects with CTGHS as indicated below.

- Performed analysis of current business applications, computing environment and integration capabilities. Led client through the development of specifications for a new application for a potential pilot project. Identified third party software requirements and prepared budget for bringing pilot to fruition.
- Led team to evaluate current integration environment and plan for upgrade if the current Impact software to the latest release of Impact. Evaluate environment for potential additional productivity enhancements which may be made by extending use of current or future products.
- Developed work plan and coordinated activities for a hardware and operating system migration and product upgrade for Sybase's Impact integration engine and the associated interface modules used for ADT, orders and result transactions. Work plan included planning, installation, and migration of interface modules and testing of all interfaces.
- Managed a project involving over 40 interfaces to be developed and implemented to support the opening of a new hospital within the medical center. Supervised two CTGHS consultants on site as well as coordinated the activities of 20+ customer staff members assigned to the project. Provided appropriate internal and external reports.
- Performed Assessment of current integration environment in preparation for opening a new hospital. Real time interfaces utilize Sybase's IMPACT software. Batch interfaces use a variety of mechanisms. Outcome of assessment is a proposal for resources to be added to complete the integration by required dates.

**Healthcare Product Manager, E-Business Division**

**2000 – 2001**

New Era of Networks / Sybase – Emeryville, CA

Coordinated development of new product and product strategies across various internal departments including: Engineering, Sales, Marketing, Professional Services, Technical Support and other departments responsible for the creation and delivery of products

- Developed and implemented marketing strategies for integration tools and niche applications
- Directed support to nationwide sales force specializing in Health Care systems integration tools and products to meet federal requirements

**Paul Serkin**

- Assisted Professional Service division in enhanced delivery to healthcare customers

**Practice Manager, Professional Services**

**1997 – 2000**

New Era of Networks – Englewood, CO

- Managed consulting services in a variety of vertical markets including Healthcare, Telecommunications and Utilities for a provider of Enterprise Integration Software and technology
- Handled revenue generation, budgeting/forecasting, project management, and resource scheduling
- Acted as primary customer liaison for all post sales contacts
- Assisted in Sales and Marketing calls for prospective clients and current client systems expansions

**Director of Technology, IS**

**1987 – 1997**

Bellevue Hospital Center – New York City, NY

- Responsible for development and implementation of the total systems integration strategy of both in house systems and other sister facilities
- Handled technical support (hardware, software and applications), maintenance and training for over 850 PC systems and ten departmental UNIX based systems
- Performed application design and development for various business and clinical systems
- Managed projects from inception through completion for Clinical Inquiry System, Patient Accounts Tracking System, Microbiology/Cytology results reporting systems, Pharmacy profiling and billing system, Medical Staff Office Credential tracking system and others
- Developed specifications and implementation plan
- Managed the implementation of an integrated computer network, linking all Clinical and Administrative systems and a consolidated Clinical Inquiry System

**Director Product Applications**

**1985 – 1987**

intelliMED Corporation – Fort Lee, NJ

- Directed all technical support and implementation activities including design, testing, installation and training on Operating Room administrative and clinical database system
- Analyzed user needs and created custom user screens, reports and data inquiries as required

**Systems Consultant**

**1983 – 1985**

Health Information Systems – Brooklyn, NY

- Developed and implemented installation and training standards for major financial software packages as well as systems software for both mini and mainframe systems
- Developed custom database systems and reports for both client and internal use
- Determined and documented physical requirements for installation of both mini and mainframe systems including peripheral devices, computer room hardware and telecommunications equipment

**Client Services Representative**

**1982 – 1983**

Health Information Systems – Brooklyn, NY

- Installed full financial software package at hospital and nursing home sites and trained their staff's in its use
- Responded to telephone inquiries from users regarding the operation of the system

**Data Processing Manager - Office Manager**

**1980 – 1982**

Eastern Jewelry Manufacturing Company – New York City, NY

- Trained and directed a staff of 15 operators in the use of hardware and software necessary for full accounting, inventory and order entry applications, as well as office management
- Performed maintenance programming as required
- Responsible for all hardware and software acquisitions and development of custom jewelry software