Denver Metro Area email: career@mjlamarca.com mobile: 720.624.6524

career portfolio: mjlamarca.com

VALUE PROPOSITIONS

- Over 25 years Security & Building Systems Experience
- > Thought Leadership
- Innovation & Product Development
- > Talent Development
- Strategic Engagement
- Solutions Focused
- > IT Technology Architect
- Program & ProjectManagement
- Domestic & international Experience

MISSION

My lifelong philosophy has always centered on continual learning and acting with integrity. Placing a high value on experiences has led to a great many opportunities in my professional and personal life.

One cannot learn without overcoming the risk inherent in accepting new challenges. Achievements are the rewards of overcoming these challenges and over time imbue us with confidence in our abilities and humility to recognize all that we still do not know.

Confidence unlocks our true value allowing us to share with others around us and in turn learn from them as well. If any outcome isn't win-win - it just means I must keep working at the problem until it is a winning situation.

I have spent my life in the pursuit of creating solutions - in a wide array of domains. I particularly enjoy working within situations where I can combine my technical, business, and creative skills in new and unique ways.

BUSINESS DEVELOPMENT AND STRATEGY

Extensive experience as a primary business and unit strategist, particularly in the areas of founding strategies, line of business formulation, and infrastructure and process development. My positions have also allowed me to be a fundamental part of the business direction of my organizations and a strategic resource for my clients.

- > Created industry-leading business units focused on developing specialists with IT, networking, database, and engineering skills for large-scale security system deployments and migrations.
- > Technical/Operational resource in multiple company acquisitions and product line on-boarding initiatives.
- Instrumental resource in driving strategic sales to Fortune 1000 and global organizations particularly in healthcare, higher education, financial, and technology verticals.
- > Created engagement-based process and talent to analyze client systems and processes with a focus on delivering higher-level value than generally found in the security industry.
- > Participated in public/private Smart Cities Consortium centered on a wide range of solution areas outside traditional security applications.
- Co-strategist in the creation of a managed service provider of aggregated mobile internet technologies catering to affinity organizations.
- > Co-founded a web-hosting provider catering to mid-sized businesses.
- > Co-strategist in the formation of an application service provider organization focused on processing e-commerce transactions for subscription-based web services.

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TECHNOLOGY, PRODUCT, AND SOLUTION DEVELOPMENT

Expansive skills and experience in conceptual design, engineering, and implementation in a hardware/software environment. I have been involved in many stages of application development from the conceptual through final deliverable.

- Awarded (5) five United States patents and four (4) European Union patents for blockchain-based identity wallet/broker solution for mobile, wearable, and standard credentials for use within asset management, intrusion, vehicle, and service provisioning systems.
- > Solution conceptualization and development of a central station monitoring solution for enterprise access control and video systems creating a services revenue model to drive recurring revenue opportunities.
- > Created numerous custom software solutions for integration of information system data with security-based solutions including access control, identity, and communication systems.
- > Strategized, engineered, and managed deployment of integrated security operations centers and enterprise-level access control, video, and communication systems for Global 1000 clientele.
- > Conceptual design of branded aggregated content delivery system for mobile phone platform. Developed an initial prototype featuring aggregation of various vendor services and a behavioral learning algorithm under a seamless unified logon.
- Prototype hardware and software design and development of a portable photo identification and fingerprinting system to help identify missing children with the support of the National Center for Missing and Exploited Children.
- > Developed client management and provisioning backend and web services to process new client orders, automated provisioning/de-provisioning of services, domain registration, and billing on hosted Windows platform.
- > Developed all backend processes for managing a Windows-based web hosting infrastructure including real-time monitoring, automated remedy, and reporting.
- > Co-conceptualized systems to develop, process, and manage multi-merchant e-commerce transactions for subscription-based web services.

US & EU PATENT DETAILS

US Patent # 10,453,319 / EU Patent # 18195994.1

(Oct 22, 2019)

Methods and apparatus for management of intrusion detection systems using verified identity.

US Patent # 10,896,586

(Jan 19, 2021)

Methods and apparatus for management of intrusion detection systems using verified identity.

Continuation of US Patent # 10,453,319

<u>US Patent # 10,829,088 / EU Patent # 18196020.4</u> (Nov 10, 2020) Identity management for implementing vehicle access and operation management.

<u>US Patent # 11,055,802 / EU Patent # 18196220.0</u> (Jul 6, 2021) Methods and apparatus for implementing identity and asset sharing management.

<u>US Patent # 11,645,593 / EU Patent # 18195939.6</u> (May 9, 2023) Use of identity and access management for service provisioning.

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OPERATIONS MANAGEMENT AND TALENT DEVELOPMENT

Over twenty-five (25) years' experience managing personnel from an executive management, virtual team management, and project management perspective across three (3) different arenas – security & building systems, application hosting services, and mobile internet services platform.

Responsible for directly supervising or managing from five (5) to thirty-five (35) direct reports for my entire career. Daily

duties include interviewing and hiring employees, performance reviews, training, and management of day-to-day

operations.

Innovation Committee Chairperson for a disabilities advocacy business group expanding awareness of disabilities and

empowering those with disabilities within the workspace as well as supporting those who are caregivers. Gave numerous

presentations with global reach as part of my involvement.

> Proud history of recruiting, talent development, and mentoring for direct reports as well as encouraging a diverse

workforce regardless of race, gender, disability, educational or immigration status, and supporting veterans.

> Acted as program manager for countless security and building solutions software implementations for domestic and

international Global 1000 clientele.

SECURITY AND BUILDING CONTROLS ROLES & HIGHLIGHTS

With over 25 years in the security and building controls industry, I have served in many distinct positions – most of which I developed as new or innovative roles for myself and to create growth opportunities for others.

Roles I have had during my career include Professional Services Director, Program Manager, Project Manager, Account

Manager, Solution Architect, and Training Manager. I have also served as Operations Manager for small businesses and

startups early in my career.

> In my role of Professional Service Director, I built a team focused on the IT, Software, and Database aspects of security

system implementations and platform migrations. This became a specialty service that created a significant competitive

advantage. As these systems became more enterprise-class, this allowed us to serve the needs of global entities in the

corporate, technology, financial, healthcare, education, government, and utilities sectors. This Professional Service team

was designed to support an entire engagement from "Vision Through Implementation" - analyzing needs, setting goals

and priorities, and evaluating technology to create solutions.

In the building controls realm, I focused on helping create use cases, user journeys, workflows, and feature specifications

for the JCI Open Blue platform of AI-powered building, environmental, energy, and sustainability systems.

I have designed, managed, and implemented some of the largest clients, projects, and systems in security and building

controls in the world and have incorporated many of the best practices from other business cultures into my own.

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EMPLOYMENT HISTORY

JOHNSON CONTROLS (formerly Tyco Integrated Security / ADT Security Services / Security Services & Technologies) May 2001 – Oct 2022

Global Leader in Security & Building Systems Technology

- Numerous roles including Director, IP Systems Group and Training Coordinator; Intranet Developer
- Active in creation and implementation of IP Strategy goals and vendor relations
- Product/Project Manager of Tyco/ADT/SST Remote Monitoring Solution and Wireless Broadband services offering.
- > Foremost technical resource on advanced aspects of our access control product line
- Key player in vendor and internal initiatives as technical manager.
- Primary sales resource on complex integrated services for Strategic Accounts

EVOLUTIENT / CONSOLIDATED E-COMMERCE / REITER ASSOCIATES

Norristown, PA / Chadds Ford, PA

Aug 1997 - May 2001

Mobile Phone Managed Service Provider / Merchant Processing / Web Hosting & Application Services Provider

- Co-Founder & Chief Technology Officer
- Primary strategist for technical architecture development
- Active in business plan formulation, marketing, financial modeling, and capital investment acquisition
- Acquisition and management of vendor partners
- Negotiated capital investment for 20% stake in company by publicly held firm
- Management/Supervision of Personnel (5-10 employees), Business Operations
- Systems Administration of Windows ASP Environment
- Systems Development and Programming

SENTRY ALARM CO., INC.

Concordville, PA

Jul 1986 - Aug 1997

Electronic Security Consultant and Integrator

- Consultative sales to Fortune 1000 clientele (\$500K-900K per year for 8 years)
- Operations Officer and Management/Supervision of personnel (5-15 employees)
- System Design and Engineering along with Project Management Services
- > Design and Production of Photo Identification system

EDUCATION

PENNSYLVANIA STATE UNIVERSITY

B.S. Aerospace Engineering, 1985