

# Mark Otis

Technology Development & Implementation • Project Management • Education • Client Relations

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## PROFESSIONAL EXPERIENCE

### TECHNICAL LEAD, NATIONAL UNIVERSITY, SAN DIEGO, CA

Technical service strategy and implementation: consulting, build vs. buy analysis, hard/software selection, infrastructure requirements and build out, program development, project management, student services, system integrations and staff training and alignment. (Jan 2014 - Current)

### SENIOR SALES SOLUTION CONSULTANT, ELLUCIAN, SAN DIEGO, CA

Sales engineering: led needs analysis, sales engagement and technical presentations. Acted as client advocate and consultant based on extensive academic business unit expertise. (Mar 2011 - Jul 2012)

### CRM SOLUTIONS ENGINEER, CAMPUS MANAGEMENT, BOCA RATON, FL

Sales engineering: managed strategic positioning and sales as the sole Talisma® CRM higher education representative. Managed product transition during company acquisition. (Feb 2009 - Nov 2010)

### DIRECTOR OF BUSINESS STRATEGY & DEVELOPMENT, EDUCATION SYSTEMS, LA JOLLA, CA

Senior project manager: created new software product offerings and led overall strategy development. Managed client relations, market strategy and dramatically increased company revenue. (Apr 2006 - Feb 2009)

### ACTING DIRECTOR, CORNELL UNIVERSITY, ITHACA, NY

Program director: led university recruiting, student support, marketing, relations and donor coordination. Created university application processing system. (Oct 2002 – Jan 2006)

### DIRECTOR OF INTERNET RESOURCES, WHITMAN COLLEGE, WALLA WALLA, WA

Program director: managed campus technology, media and multimedia resources. Led marketing and online development. (Sept 2001- Oct 2002)

## SKILLS

Technical Project Management  
Business Development  
Client Relations  
Miller Heiman Strategic Selling  
MAC / PC / UNIX  
CMS / LMS / EMS  
CRM / eMarketing  
App & Web Development  
Social Media & Multimedia  
EU/EEA Work Permit  
Education Administration  
Grant Management

## EDUCATION

National University                      **Master of Science** in Education Technology  
University of Montana                   **Bachelor of Arts** in Political Science

## CONTACT

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<http://linkedin.com/in/mjotis>

For more information and a detailed resume, please contact me at [mark@markotis.info](mailto:mark@markotis.info)