

# Mike McDermott



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## MY STORY

Serial entrepreneur and start-up enabler with a proven track record in growing small businesses. Bash Foo creates predictable sources of revenue and then steps and repeats. Creative. Persuasive. Everywhere.

## EDUCATION

Miami University, Oxford (1989-1991)  
Wright State University, Dayton (2005-2007)  
Edison State, Piqua – Adjunct Professor, Marketing  
Sinclair Community College, Dayton – Adjunct Professor, Marketing

## EXPERIENCE

Serial Entrepreneur | Bash Foo, Cyberportal Technologies, Trebius Productions, TippNews DAILY, Potemkin Media Omnibus, Foxhead Books, Digital Transmedia Overlords  
2003-Present

From full ownership to partner and angel investor, McDermott has built seven and spun off four businesses operating primarily in the digital space. Marketing, News, Music Production and Management, Book Publishing and Digital Distribution/Syndication.

Fortune 100 Hired Gun | Reynolds and Reynolds, Hewlett Packard (HP), Electronic Data Systems

1998-2009  
REY-Senior Marketing and Data Security Manager, responsible for a team of 30 developers deploying enterprise network software to some 300,000 AS400/IBMi systems in the Americas.

HP/EDS – Senior Programme Manager for the Americas. Responsible for data center, managed storage and edge network deployments and migrations for internal and external clients. \$60M budget responsibility. Client list included: Blue Cross Blue Shield, Apple, Dell, Microsoft, State Farm, American Airlines, EMC, Akamai, and NASD. The federal government with classified clearance.

Project and Technical Manager | DANA Corp, Griffon Corp

1991-1998  
Regional Sales and Marketing to Distribution Center Management – Russia, OH, Plymouth, MN, Columbus, OH, Conway, AR

## TECH STACK

- Hardware – IBMi/AS400, Dell Blade, Sun SuperCluster, EMC Symmetrix/VMAX, Cisco firewalls routers, and switches.
- Operating Systems – Linux (all versions), Unix, Windows Server
- Database – Oracle, MySQL
- Presentation – Apache, IIS, WordPress, Drupal
- Code – Full stack development, strengths in PHP, CSS, and Perl. Protocol specialty in XMPP communications.
- Program – WooCommerce, Gravity Forms, custom plugin development, RSS data syndication

## CERTIFICATIONS

Certified Information Security Manager (CISM)

Inbound Marketing Manager (Hubspot)

Current Google Analytics and AdWords certification (6)

Partnerships: Google, Microsoft, Dell, Toshiba, Pantheon, WPEngine, SharpSpring, HubSpot, Infusionsoft, Salesforce, Reply, and others.

## LEADERSHIP

The leader of a small “follow the sun” delivery team located in nine time zones. Marketing Consultant (3), Project Manager (1), Designer (2), Developer (5), Content Marketing (8), Social Media Manager (2), Data Analysts (2)

Manage \$1.3M in client advertising budget

Specialty in news syndication, press releases, mobile and retargeting advertising

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## OUTREACH

Open for consultation and speaking engagements.

With offices in Washington, DC, Chicago, IL and Sarasota, FL.

Rates available upon request

Contact Nicole Royer at [nicole@bashfoo.com](mailto:nicole@bashfoo.com)