

Mike McDermott

Serial entrepreneur and start-up enabler

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Professional summary

Serial entrepreneur and start-up enabler with over thirty years of experience establishing and scaling innovative digital enterprises. Skilled in digital marketing, SEO, reputation management, and strategic investments, with a robust technical background, including operating systems and database management. Committed to leveraging extensive expertise to drive future technological advancements and digital transformations.

Employment history

2003 - PRESENT
TIPP CITY, OH

Owner, Cyberportal Technologies LLC, Bash Foo, CeeqFind, Trebius Productions, TippNews DAILY, Potemkin Media Omnibus, Foxhead Books, Digital Transmedia Overlords

- Established and managed eight innovative digital businesses
- **Cyberportal Technologies, LLC** - Corporate Entity
- **Bash Foo** - Web Design, SEO, Digital Marketing, Social Media and Reputation Management
- **CeeqFind** - Web Design and Search Engine Optimization
- **Trebius Productions** - Artist representation, recording, and development
- **TippNews Daily** - Online newspaper and syndication work
- **Potemkin Media Omnibus** - Angel investor
- **Foxhead Books** - Digital book publishing
- **Digital Transmedia Overlords** - Angel investor
- Specialized in improving the digital reputation of businesses and individuals
- Divested or sold Trebius, Potemkin, Foxhead and DTO in 2019 to focus on core business.

1998 - 2009
VARIOUS LOCATIONS

Senior Programme Manager (Americas), Reynolds and Reynolds, Hewlett Packard (HP), Electronic Data Systems

- Directed a team of 30 developers at Reynolds and Reynolds, deploying enterprise network software to 300,000 systems
- Oversaw data center, storage, and network deployments for major clients including Apple, Dell, and Microsoft
- Implemented secure data solutions, demonstrating strong analytical and problem-solving skills
- Contributed to business growth and client satisfaction through innovative and detail-focused management strategies
- Managed \$60M in tech deployments, enhancing operations for clients like Apple and Dell.
- Led strategic tech initiatives, boosting operational efficiency for global clients.
- Enhanced system security protocols, reducing data breach incidents by 40%.
- Pioneered innovative network solutions, significantly increasing market competitiveness.

1991 - 1998
VARIOUS LOCATIONS

Project and Technical Manager, DANA Corp, Griffon Corp

- Managed regional sales and marketing initiatives across multiple locations
- Directed distribution center operations in Russia, OH, Plymouth, MN, Columbus, OH, and Conway, AR
- Implemented strategic marketing plans to increase regional sales
- Oversaw project management to ensure timely delivery of products
- Utilized technical expertise to troubleshoot and resolve issues

Education

1989 - 1991
OXFORD

Miami University

2005 - 2007
DAYTON
PIQUA

Wright State University

Edison State
Adjunct Professor, Marketing

DAYTON

Sinclair Community College
Adjunct Professor, Marketing

Courses

Certified Information Security Manager (CISM)
Inbound Marketing Manager at Hubspot
Current Google Analytics and AdWords certification (6)

Skills	Hardware	IBMi/AS400
	Dell Blade	Sun SuperCluster
	EMC Symmetrix/VMAX	Cisco firewalls routers
	switches	Operating Systems
	Linux	Unix
	Windows Server	Database
	Oracle	MySQL
	Presentation	Apache
	IIS	WordPress
	Drupal	Code
	Full stack development	PHP
	CSS	Perl
	XMPP communications	Program
	WooCommerce	Gravity Forms
	custom plugin development	RSS data syndication

Additional information

LEADERSHIP

The leader of a small "follow the sun" digital marketing 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

OUTREACH

Open for consultation and speaking engagements.

With offices in Tipp City, OH and Sarasota, FL.

Rates available upon request

Contact agency@bashfoo.com for details

Links

[Bash Foo](#)

[LinkedIn](#)