



ROGER HARPER

Technology Innovation Leader ▶ Marketing & Business Strategist

Digital Ads & Marketing ■ e-Commerce Solutions ■ Social Media & Mobile Platforms

www.linkedin.com/rogerharper ■ 214-755-2948 ■ rogerharper@gmail.com ■ Frisco, TX

Exploiting Emerging Technologies To Build Digital, Social & Mobile Marketing Solutions

Offering dynamic background with combined strengths in technology innovation, marketing solutions and business acumen. Highly comfortable and successful in fast-paced business situations that require swift responses to evolving economic, market and industry changes.

Hold professional reputation as “the go-to guy for technology”, trend setter and champion proponent of game-changing, emerging technologies that defy marketing norms and achieve dramatic revenue results.

Proven success in building top-performing technology teams that thrive on continuous learning, embrace creativity and excel through innovation and ingenuity.

**Strategic Planning & Direction / Technology Strategy & Execution / e-Commerce Implementation
Content Management Technology / SaaS Product Design / Legacy Technology Solutions
Global Technology Team Leadership / Emerging Technology Adoption / New Market Development
Operational Infrastructure / Client Relationships**

As a technology leader Roger exceeds the wildest dreams any Account Director might have. Many times, I witnessed him combine his knowledge of prevailing technology platforms with a solutions-oriented approach and innovative thinking to create a simplified, actionable and on-target idea. Senior Account Director - Razorfish

CAREER SUMMARY & PERFORMANCE HIGHLIGHTS

High-Level Technology Company | Dallas, TX

2000 to present

PRINCIPAL & SVP, OPERATIONS

Hand-picked to lead \$30M+, multi-office agency operations and drive new revenues and increase business performance through complex technology solutions.

Challenged to develop company initiatives for technology innovation, business strategy, operational excellence and “first-of-its-kind” marketing solutions.

- **Revenue & Business Growth:** Delivered strong sales and revenue results within 3 to 4 months of driving social, mobile and digital technology solutions under new company brand.
- **eCommerce Solutions:** Landed multi-million contract with **Houghton Mifflin Harcourt (HMH)**—developed digital strategy and complex web presence infrastructure to support 800K+ product sales to B2B and B2C customers;
 - Client increased revenues 5X, exceeding original projections.
- **Client Relationships:** Fostered effective business relationships with top industry executives and increased existing business with leading companies including **Samsung Electronics, Hanger, Wells Fargo** and **Verizon FIOS**.

