MICHAEL MUNOZ

2881 Greenway Dr., Frisco, Texas | Mobile: 972-804-4104 | mike.munoz7@gmail.com

SUMMARY

A seasoned entrepreneur and software executive with over 20 years of experience in developing web-based, consumer-facing SAAS solutions. The majority of products and services were conceptualized, designed, developed and marketed from inception.

SKILLS	- SAAS product management - Product roadmap development & management - Mergers and acquisitions - Team building/leadership skills - Management of cross functional teams (Design, development, IT, database, etc.) - Mobile application development - Management of US and offshore development teams - UI/UX design expertise - Data analytics and machine learning - New product delivery - Solution consulting & account management - Budgeting expertise - Market research and analysis - Healthcare Data Transport (FHIR, HL7v2, Direct, etc.) - Product QA/Release management - Product sales and marketing
EXPERIENCE	
08/2018 to Present	**Director of Product** **ADVault, Inc.** - Richardson, TX
	- Design and manage the development of healthcare web and mobile advance care planning and advance directives applications which include mobile video recording of goals and preferences of care. - Designed and deployed a web and mobile document upload feature to support advance care planning documents that already exist in paper form. - Manage all system integrations with major EHR, HIE, insurance payers and healthcare providers.

02/2018 to 08/2018	**Contract Product Management Consultant** **Freeman, Inc.** - Dallas, TX
	• Led a team of in-house and contract developers, business analysts and technology partners to develop a Proof-of-Concept attendee tracking application. • Designed and built a mobile application and reporting dashboards used to capture and display millions of geo-location data points to analyze traffic patterns in real-time. • Provided insights and data analytics on conference attendee traffic patterns, exhibitor visits, staffing, resource allocation and continuing education participants. • Processed millions of data points utilizing Azure IoT server, Azure Machine Learning service to improve data accuracy and Azure Power BI to deliver real-time and trend-based reporting.
09/2011 to 12/2017	**Owner/Managing Partner** **BARetc, LLC** - Plano, TX
	• Designed and developed GigEngyn (SAAS "Gig Economy" Work Management Platform), resulting in a 300% increase in revenue over 2 years. • GigEngyn features included: Staffing, Invoicing, Job Posting & Mgmt, Learning Management System, POS Logistics, Payroll, Reporting, Image Gallery and Account Tracking. • Responsible for Software/IT, RFP responses, data analytics and client management. • Created new revenue streams by introducing AR/VR mobile consumer engagement applications and social media widgets. • Deployed a national credit card vendor to streamline product purchasing and improve billing margins by 15%. • Grew our team of Brand Ambassadors from a pool of 400 to over 10,000 in 3 years.
01/1998 to 06/2011	**Vice President of Product** **RealPage, Inc.** - Richardson, TX
	• Designed and developed a full suite of consumer-facing SAAS applications to market multifamily properties and provide resident services. • Products included; Web Site Portals, Online Leasing, Call Center, Resident Portals, Online Rent Payment and Custom Content creation. • Launched the apartment industry's first web site portal management platform (January 2000) allowing prospective residents to view real-time unit availability data and submit a request for additional information.

	- Designed and developed the first Online Leasing platform which allowed a prospective resident to select a unit, get pre-approved (real-time credit and criminal check), pay all fees and deposits, sign an electronic lease and create a resident portal account. - Deployed the Resident Portal which included the ability to submit online service requests, renew a lease online and pay rent. - Deployed a Resident and Leasing Call Center with a custom web-based application that was fully integrated with an Avaya call switch and the core property management software system. This enabled the system to tie resident data and prospect capture information to a specific property. - Consulted with key accounts to develop customized leasing and resident service workflows that aligned with their technology infrastructure. - Managed a team of off-shore developers in (RealPage Hyderbad, India). The group was responsible for all 3D image development as well as incremental software updates for our web portal and resident portal products. - Managed budgets, short and long-term product roadmaps, revenue targets, PCI and SAS70 audits for all products in the division. - Worked with Product Support, Quality Assurance and Sales to support the needs of our customers. - Developed all sales and marketing presentations used by the sales team to close new business. Also assisted in negotiating any discounts offered to secure a client. - Deployed an in-office leasing kiosk utilizing the Elo Touchscreen Computer to display unit availability data, register prospects before a tour and collect rent payments with a credit card swipe.
01/1995 to 01/1998	**Founder/Partner** **RealPage Communications, Inc.** - Dallas, TX
	- RealPage Communications was the leading provider of web sites and applications to the commercial real estate industry. - Developed and directed the strategy for deploying industry-first database- driven web sites and applications in the real estate sector. - Created robust web sites for several industry trade associations and publications including the Urban Land Institute, National Association of Real Investment Trusts, Pension Real Estate Association, Multi-Housing News and others.

	• Designed and developed consumer marketing web sites and broadcast email campaign functionality for two of the largest Outlet Mall providers in the US including Tanger Outlets and Prime Outlets. We were one of the highest volume email marketers in the US from 1997 to 1999. • In conjunction with Haynes and Boone, LLP real estate practice, designed, developed and directed the strategy for the launch of a web-based legal matter management platform that allowed attorneys and clients to store, track, edit and execute legal documents online.
TECHNICAL SKILLS	• Microsoft Office • Adobe Master Suite • CMS Platforms (Sitecore, Sitefinity, Kentico, Joomla, Drupal, ADAM, etc.) • Document & E-signature Management Platforms • Jira, Confluence, Slack, Azure DevOps • Custom Learning Management System Development • Agile Software Development (Scrum and Waterfall) • Ad Server Platforms (AdButler, AdGlare) • Payment Processing Systems and Workflow • Inventory management and logistics software development • FHIR, HL7v2, Direct, IHE (XCA, XDS.b) • Azure IoT Server, Azure Machine Learning Service, Azure Power BI
EDUCATION & TRAINING 1986 - 1987	**University of Texas - Austin, Texas** Architectural Engineering Major (Left school to pursue entrepreneurial opportunities. Attended on a full academic scholarship while I was there.)