

Jerry Parker

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Summary

Strategic Technical Leader | Operations Director | Innovator

Results-oriented and innovative technical executive with a stellar record of providing strategic leadership and driving technological advancements. Currently excelling as the Director of Operations at MusicMaster Inc., where I lead operations, support, client onboarding and retention, and enterprise-class software deployment. Accomplished Vice President of Operations at Presslaff Interactive Revenue (PIR), contributing to its evolution into a global leader in first-person databases and marketing strategies. Impressive technical background in all aspects of Broadcast Engineering and IT including LAN/WAN, Cloud and On-Premise solutions.

Experience

Director of Technical Services

MusicMaster, Inc.

Feb 2018 - Present (5 years 11 months)

- **Strategic Leadership:** Spearheaded the expansion of the development department, cultivating crucial partnerships for real-time integration.
- **Innovative Solutions:** Orchestrated the deployment of MusicMaster's flagship product for large radio enterprises, ensuring optimal performance and client satisfaction.
- **Collaborative Leadership:** Fostered collaboration with cross-functional teams to enhance MusicMaster's Nexus API, driving seamless integration capabilities.

Vice President, Operations

Presslaff Interactive Revenue

Mar 2006 – March 2018 (12 years 0 months)

- **Strategic Planning:** Developed and executed long-term plans, goals, and strategies, propelling PIR to a global leader in first-person databases.
- **Technical Prowess:** Directed technology planning, development, and implementation, specializing in web applications, server farms, and database management.
- **Team Leadership:** Led and motivated Development Teams, Offshore QA teams, Support Teams, and IT teams to achieve operational excellence.

Director of Engineering



Jones Radio Networks

Jan 1999 - Mar 2006 (7 years 3 months)

- **Technical Oversight:** Orchestrated broadcast facility design, ensuring program quality, reliability, and efficient systems.
- **Innovative Design:** Spearheaded the design and buildout of cutting-edge facilities and studios, optimizing technical systems.
- **Leadership Excellence:** Managed engineering personnel, resolving customer issues, and overseeing technology for national network programming.

Systems Engineer



CBSI, Inc

Mar 1997 - Mar 1999 (2 years 1 month)

- **Global Support:** Provided worldwide customer support and troubleshooting for CBSI, collaborating closely with software developers to devise effective solutions.
- **Resolution Expert:** Expertly coordinated efforts between CBSI and high-demand customers, ensuring satisfactory issue resolution.

Engineer

Bay Broadcasting

1992 - 1996 (4 years)

- **Strategic Management:** Devised and executed long-term plans and goals for broadcast operations, implementing technology and equipment strategies.

- **Technical Oversight:** Managed the entire air-chain of six radio stations, optimizing technology for enhanced efficiency.

Education

-  *Portland State University:* Computer Science
-  *Mt. Hood Community College:* Electronics Engineering

Licenses & Certifications

- Novell CNE
- Red Cross First Aid Trainer - American Red Cross

Skills

- **Leadership:** Strategic Planning, Team Leadership, Cross-functional Leadership
- **Technical Expertise:** Project Management, Sales Engineering, Software Development, Cloud Computing