

JEFF LINK

TECHNOLOGY + OPERATIONS + STRATEGY + INNOVATION

With experience in startups supporting Fortune 100 customers to a billion-dollar fast-paced presidential campaign, and large federal government organizations focused on improving citizen's lives; I specialize in making organizations work smarter through effective use of innovative technologies, project management, and process improvement. My expertise in promoting excellence in both technology and operations derives from a wide variety of organizational roles.

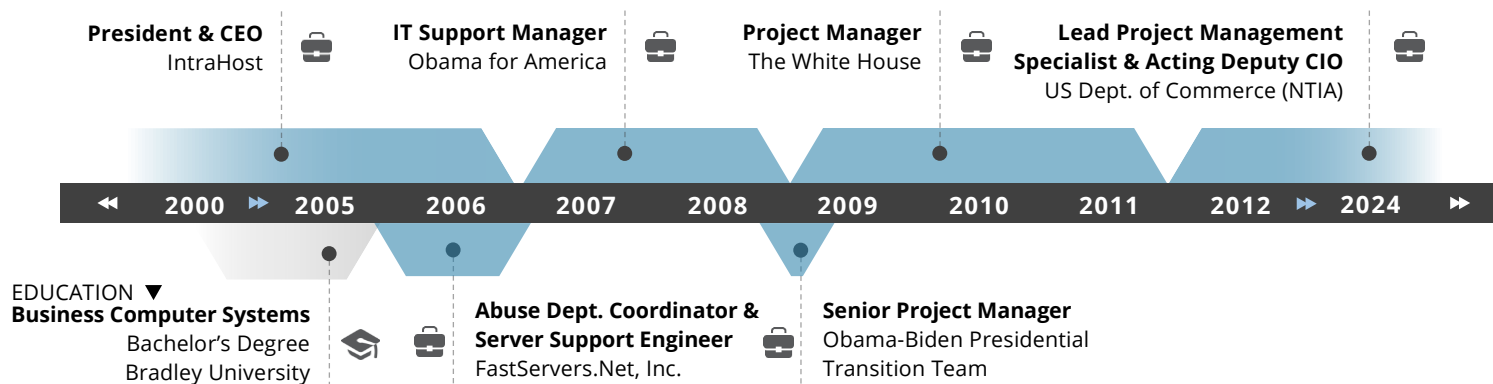
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🏠 **WASHINGTON DC**
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Washington, DC 20001

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WHERE I'VE MADE AN IMPACT

▼ WORK EXPERIENCE



▼ SELECT ACCOMPLISHMENTS

US DEPARTMENT OF COMMERCE



National Telecommunications and Information Administration
US Department of Commerce
Lead Project Management Specialist (March 2022-Present)
Telecommunications Policy Specialist (Feb 2011-March 2022)
Acting Deputy Chief Information Officer (June 2011-May 2012)

As **Acting Deputy Chief Information Officer**, analyzed and implemented performance improvement plan on \$20M annual enterprise information technology office. Advancement of comprehensive project management and quality control processes supporting \$200M federal spectrum management program.

Four-time winner of Department of Commerce Bronze Award in recognition of personal initiative and extraordinary technical expertise (2013), strengthening governance and acquisition programs (2015), and for leadership and professional excellence in advancing informed decision-making and ensuring integrity of NTIA programs (2017), supporting election of the first woman as Director of the ITU, a UN specialized agency (2019). **Silver Award (2024)** for NTIA Grant Portal.

Lead of acquisition management team, transformed \$50M program across all program offices, information technology, spectrum management, spectrum research and internet governance to improve the quality of contract requirements and speed of procurement execution.

Project Manager for series of process and acquisition improvement efforts.

Federal Government Specifics: Secret Security Clearance. GS-15.
Contract Officer Representative (COR) Level 3. US Citizen.



Bachelor's Degree, May 2005, **Bradley University**
Business Computer Systems (renamed Management Information Systems)

THE WHITE HOUSE



Office of Administration, Executive Office of the President
Project Manager (Mar 2009-Feb 2011)
Interim Director of New Media

As **Project Manager and Interim Director of New Media**, led \$16M annual support contract to re-launch whitehouse.gov using open-source solutions ushering in government-wide renaissance in citizen-focused web development, agile coding methodologies, and continuous security review practices.

Led business analysis and project management of **\$2M procurement** for electronic discovery products and support services, **establishing first e-Discovery office** supporting White House General Counsel.

Two-time winner of Director's Team Award for Exceptional Service.

Managed email infrastructure upgrade supporting 3000 users including all White House staff and President of the United States.

Led negotiations of first Cloud/Software as a Service (SaaS) product within the White House.

OBAMA FOR AMERICA



Obama for America, 2008 Presidential Campaign
IT Support Manager (Mar 2007-Nov 2008)
Regional IT Director

Revolutionized internal campaign operations through rapid business process improvement development using Intuit QuickBase platform. Created human resources, budget and finance, information technology, and field management solutions across entire campaign. Every presidential democratic campaign since 2008 has made this a cornerstone of campaign operations.

JEFF LINK

IN-DEPTH DETAILS

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Areas of Expertise:

- Product Requirement Analysis
- Process Development and Implementation
- Team Leadership and Mentoring
- Performance Measurement and Reporting
- Technical Coding Experience and Understanding
- Technology Early Adaptor
- Customer Service and Support
- Product Design and Development
- Government Procurement/Acquisition Expertise
- Contract Management and Monitoring

PROFESSIONAL EXPERIENCE

US DEPARTMENT OF COMMERCE

NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION – WASHINGTON, DC

Operations Team Lead for Acquisition, IT, and Financial Management (Lead Project Management Specialist) (03/2022 – Present) / Telecommunications Policy Specialist (02/2011 – 03/2022) / Acting Deputy Chief Information Officer (06/2011 – 05/2012)

Advisor to the Assistant Secretary of Commerce and Information on modernization, process improvement and internet technologies. Led implementation of strategic planning initiatives, Cabinet level reporting and management practices including Commerce's Balanced Scorecard initiatives. Reviews information technology contracts for efficiencies and effectiveness. Team Lead of the Acquisition Team supporting all NTIA procurement including commercial contracts, interagency agreements, and credit cards. Delivered exceptional customer service across the agency.

Select accomplishments:

- Created Human Resources on-boarding and data management applications, document review workflows, and financial commitment management systems through a series of Salesforce applications and process improvement initiatives to improve customer service.
- Developed HR and administrative management processes across agency, supporting federal employees and contractors, financial solutions including operating plans management, budget creation, and obligation and commitment tracking.
- Compiled Balanced Scorecard (performance measurement) metrics for reporting to Deputy Secretary of Commerce.
- A member of the Department of Commerce Performance Excellence Team representing NTIA supporting the department's Balanced Scorecard initiative, performance management via the Baldrige model including measurement creation and reporting.
- In-depth understanding of spectrum management and research activities, internet infrastructure and global open-internet initiatives, and community broadband deployment and adoption to close the digital divide.
- Supported Assistant Secretary on reforming information technology security practices within NTIA.
- Certified Contract Officer's Representative (COR) managing multiple active contracts as well as extensive experience in federal government acquisition processes and regulations; including business analysis, market research, developing statements of work and contract execution.
- Supported IT and contract oversight-needs during startup phase of First Responders Network Authority (FirstNet) in utilizing federally mandated spectrum in support of a nationwide public safety broadband network.
- Managed Federally Funded Research and Development Center contract to review frequency assignment process of federally controlled spectrum within the United States Government.
- Worked in support of IT Division in reviewing spectrum information management systems from equipment location database, electronic processing of spectrum certification requests, frequency assignment workflows, and more.

EXECUTIVE OFFICE OF THE PRESIDENT

THE WHITE HOUSE – OFFICE OF ADMINISTRATION – WASHINGTON, DC

IT Specialist, Project Manager, and Interim Director of New Media (03/2009 – 02/2011)

Within the Office of the Chief Information Officer, tasked with complex projects on short time-frames and troubled projects needing more refined oversight in a high-stress environment.

Select accomplishments:

- Managed multi-million-dollar contract to rebuild the underlying infrastructure of whitehouse.gov, coordinating between the White House New Media team, OCIO staff, and contractor support. High visibility project across the EOP utilizing new technologies (Drupal) with an open-source focus.
- Created \$5-10 million per year budget for White House New Media.
- Managed complex email migration project migrating from Exchange 2000 to Exchange 2007 supporting 3000 users with multiple requirements and direct support of the President.
- Led contract negotiations for first use of Cloud/Software as a Service (SaaS) product within the White House.
- Coordinated IT services relocations in support of White House renovations including telecommunications planning and build-out.
- Supported White House New Media office in utilizing new web technologies including collaboration, cloud services, and virtualization.
- Contract Officer's Technical Representative (COTR) for numerous information technology contracts.
- Chaired tiger-team of Executive Office personnel including White House staff regarding rapid business process management application development utilizing modern internet technologies.
- Lead business analyst and project manager of \$2 million procurement for electronic discovery products and support services establishing first e-Discovery office supporting White House General Counsel.
- Represented Office of Administration with cross-government working-group regarding OpenID initiative.

OBAMA-BIDEN PRESIDENTIAL TRANSITION TEAM – WASHINGTON, DC

Senior Project Manager (11/2008 – 02/2009)

Designed, developed, and implemented organized application data systems and process workflow programs to dramatically increase internal operational transparency as well as fostered a central data repository. Project lead for variety of internal tasks aimed at the operations of the transition organization itself as well as products and platforms to be utilized within the Executive Office of the President and the White House.

Select accomplishments:

- Produced requirements document and process evaluation for the Office of the Staff Secretary and built interim tool to handle document management for the office to support President Obama directly.
- Immediate needs assessment, product design and implementation to support transition operations directly following election night win.
- Member of extremely small staff tasked with standing up essential transition office operations.

OBAMA FOR AMERICA – CHICAGO, IL

IT Support Manager and Regional IT Director (03/2007 – 11/2008)

Led team of IT Specialists in supporting presidential campaign headquarters in Chicago as well as provided support for national campaign across the country. Revolutionized internal campaign operations and collaboration by introducing and building online databases and process workflows in extremely quick fashion utilizing modern technologies. Researched and negotiated large technology purchases as well as procurement management of all technology related items and services. Administrator of vital campaign services and technical servers including email and Blackberry devices.

Select accomplishments:

- Established technical support desk system - including all policies and procedures in relation to providing support, technical guidance, and self-help materials - to national campaign staff.
- Provided complete customer satisfaction for key senior level campaign staff including direct support of the candidate (President-Elect Obama) and his family.
- One of the first technical hires on the campaign tasked with building (and subsequently executing) roadmap for technical services.
- Traveled across the country providing support and guidance during primaries in Iowa and Nevada, as well as serving as on-site technical representative of the campaign at first presidential debate in the general election.
- Product development coordinator and solution architect of internet technologies for internal campaign operations.
- **Spearheaded landmark internal campaign operations revolution utilizing Intuit QuickBase platform to implement key campaign collaboration and organization efforts in timely and cost-efficient manner.**
 - Complete product life-cycle management of Human Resources database from inception, design and requirements gathering to building of database, hiring workflow, and salary processing.
 - Complex Financial Operations system with interaction and feedback from all campaign departments and staff to process and organize all campaign spending including advanced reporting for tracking of all expenditures and auditing
 - Robust tracking system and protocols for tracking all employee assets, assignments, with multiple system integration including Human Resources/HR and Financial Operations/FinOps components
 - Designed and developed online system for the organized opening and closing of 700+ offices nationally including tracking for telecom and equipment purchases
 - Created protocols and tools for effectively and efficiently providing state-level actions such as purchasing get-out-the-vote (GOTV) gear, and managing legal documents with landlords
- Led State IT Directors in executing national IT plan for key battleground states of West, South, and Great Lakes regions
- Architect of national employee access program for 4000 campaign staff in providing them customized access to their employee profile including working with multiple departments from operations to human resources in providing relevant, personalized details to individuals during exit survey.
- Negotiated with Fortune 500 companies as well as smaller vendors on deals ranging from computer fleets to national cell-phone agreements.
- **Architect of national telecommunications plan for general election activities including vendor selections and deployment of VOIP systems across the country.**
 - Architect and deployment manager of boiler-room telecommunications for election night activities including support of Senior Advisors' communications with candidate
 - Directed call-center telecommunications support, capacity planning, and vendor management throughout two-year campaign with extremely high ramp-up efforts including coordination of phone bank operations for Iowa caucus data intake from Chicago headquarters
 - Lead negotiator and manager of cell-phone agreement plan for national headquarter and primary election staff
- In coordination with Chief Technology Officer, contributed to candidate's National Broadband Plan
- Engineered collaboration efforts for Policy Department working to develop and foster ideas for information and telecommunications policies.

FASTSERVERS.NET, INC – CHICAGO, IL

Abuse Department Coordinator and Level 2 Server Support Engineer (2005 – 2007)

Liaison for government police organizations including Department of Justice and FBI among others in case management of legal activities surrounding customers. Senior Administrator in abuse (spam and content policy enforcement) to other national ISPs to resolve and mediate disputes. Provided complete customer satisfaction as a level two engineer supporting Windows 2003/2000 platforms and numerous flavors of Linux. Day to day operations team leader and provided technical support to a diverse group of customers in an extremely high paced, high volume service desk environment.

Select accomplishments:

- Evolved company culture embracing new knowledge management techniques and open sharing by implementing internal wiki platform which also streamlined existing business practices as well as centralized company communication methods over multi-city offices.
- Led and trained new hires into level-one engineers through mentoring and teaching of best business practices.
- Worked with customers to coordinate IP address requests and approval of additional assignments with American Registry for Internet Numbers (ARIN).

INTRAHOST COMMUNICATIONS, INC – BARRINGTON, IL

President (1999 – 2007)

Founded internet web hosting business and complementary services such as website design, hosted help desk solutions, email services, and domain name registration. Successfully started business services, creating partnerships, contract reviews and negotiations, and managed all day to day operations from customer service to billing, research and development to product/vendor research and implementation. Led development of industry leading internet software. Extensive knowledge of inner-workings of Internet and the various government and private stakeholders.

Select accomplishments:

- Brought entrepreneurial spirit to life in successfully starting business with valid business plan and paid back original seed money to investors
- Successfully sold business in October 2007

HEARTLAND ILLINOIS TECHNOLOGY ENTERPRISE CENTER – PEORIA, IL (BRADLEY UNIVERSITY TECHNOLOGY COMMERCIALIZATION CENTER)

IT Specialist (2004 – 2005)

Assisted customers of the Heartland Illinois Technology Enterprise Center (a service of Bradley University) with funding, grant, and market research through Small Business Administration (SBA) loans and grant programs as well as other federal government and state-based programs. Extensive Intellectual Property research within the United States Patent and Trademark Office. Community liaison with angel investors, local companies, and other individuals to foster entrepreneurial spirit and innovations within the area.

Select accomplishments:

- Created new web presence for a State of Illinois conference including copy writing and graphic design work.
- Successfully assisted companies in finding grant and loan programs for advancing their new product ideas and innovations.

EDUCATION

BRADLEY UNIVERSITY – PEORIA, IL

Business Computer Systems – Bachelor of Science

Graduated May 2005

(Major Renamed to Management Information Systems post-graduation)

International Study Abroad – March 2004

Business in China – Beijing and Shanghai, China

Seth Godin NanoMBA – New York, NY – May 2010

One of twelve members of a class of 1000 applicants for immersive mentoring workshop