

# Tony Gebely

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312.929.5809

## EXPERIENCE

### Chief Technology Officer — *Family Office Exchange*

SEP 2016 - PRESENT

- Owner of technology vision and strategy for a line of membership products for ultra high-net-worth families.
- Manages the product line life cycle from strategic planning to tactical activities utilizing market insights, user feedback, and behavior data to define requirements.
- Transformed how the organization consumes data by implementing PowerBI, replacing all Excel reporting.
- Architected and managed migration to Office 365 and Dynamics 365, led change management efforts for the firm.
- *Note: worked for the same firm from May 2012 - Sep 2014 (see below).*

### Tea Industry Consultant — *Multiple Clients & Projects*

SEP 2014 - PRESENT

- Founder and Executive Director for the American Specialty Tea Alliance.
- Founder and pioneer of wine style tea reviews at Tea Epicure.
- Author of two books on tea, 'Tea: A User's Guide' and 'The Philosophy of Tea.'
- USA coordinator for the 'Tea Masters Cup' International tea preparation competition.
- Developed strategies for clients to accelerate growth by improving upon digital marketing practices and implementing and integrating new technologies.

### Director of Technology — *American Tea Room*

AUG 2015 - SEP 2016

- Owner of digital strategy for the firm including e-commerce, digital marketing, and back-office strategies.
- Implemented and managed point of sale, e-commerce and inventory software for three stores and a warehouse.
- Led implementation of hardware and software for in-store experiences including an interactive educational touch screen wall, Meraki APs that collect customer email addresses in exchange for free wireless, and programmable tea brewing machines that use vacuum pressure to extract soluble solids from tea leaves.

### Director of Digital Strategy — *Family Office Exchange*

MAY 2012 - SEP 2014

- Owner of digital strategy for the firm including digital product delivery, digital marketing, and back-office strategies.
- Led implementation of a new website, marketing automation system, CRM and the integrations between them.
- Advanced the use of technology resulting in every employee being able to exercise command over the company website and CRM system.

### Director of Digital Strategy — *Domu*

JUN 2010 - MAY 2012

- Owner of digital strategy for the firm including e-commerce, sales, digital marketing, and back-office strategies.
- Maintained and enhanced the apartment-finding website, Domu (<http://www.domu.com>).
- Utilized Tableau to pull insights from apartment rental data for use in PR campaigns.
- Increased efficiency of the sales team by implementing existing workflows in Salesforce.
- Stewarded \$250k/year PPC campaign.

**Technical Lead** — *Greater Than*

OCT 2009 – JUN 2010

- Developed a Drupal based e-commerce and content-management platform for the online magazine *A Fresh Squeeze*.

**Project Manager** — *Atlas Software Technologies*

OCT 2007 – SEP 2009

- Client facing, led 10 major custom software projects and collaborated with a development team in Calcutta, India.

**Lead Developer** — *The International Center at Rowan University*

JAN 2005 – OCT 2007

- Developed a web application that automated many business processes related to Rowan's study abroad program.

## EDUCATION

**Bachelor of Science in Computer Science**, Rowan University — *Glassboro New Jersey*

**Semester Abroad**, Macquarie University — *Sydney Australia*

## AWARDS & ACHIEVEMENTS

Published *The Philosophy of Tea*, 2019

Published *Tea: A User's Guide*, 2016

Received *National Eagle Scout Award*, 2001