

GARY ZORKO

Operations and Technology Leader

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ABOUT ME

I'm a seasoned, mature, and relentlessly creative operator, a leader with years of experience in many and varied trenches. Following a path unconventional for technology leaders, I've ascended to top postings in recognized companies and shepherded scrappy startups through my grit and determination.

I build highly-capable, loyal and accountable teams, tying their goals and performance objectives to the mission of the company and the aims of the clients they serve. A customer-first mindset is at the core of all that I do. My ability to quickly learn a business and wrap my arms around its challenges is respected and has been rewarded.

I am primed to drive an organization to growth and profitability through the improvement of existing products and services and the introduction of new lines of business. Big-picture thought paired with practical and responsible execution are the keys.

MY RELEVANT EXPERIENCE



5sides

Corona, California

Owner/Principal

02/2023 - Present

Self-owned operations and technology consulting and coaching firm helping companies find alignment between operations and technology teams and leadership for better outcomes.

- Owner and principal consultant.
- Performed advisory and fractional CIO/CTO/COO work for small and mid-sized retail and service firms.
- Analyzed client operational processes and technology and led the selection and implementation of technology and operational process improvements, including ERP, logistics, 3PL selection, martech, AI, ecommerce, security, and service desk.
- Led the selection and hiring of client personnel.
- Performed one-on-one leadership coaching for private clients.



Steve Heckler Associates

Los Angeles, California

Executive Coach

08/2023 - Present

Contract coach and facilitator for a leadership coaching firm, mentoring technology leaders in a peer-coaching setting.

- Led regular peer coaching sessions for 40+ technology leaders in Infrastructure, Service Desk, and Application Development disciplines.
- Performed one-on-one leadership coaching.



JustFoodForDogs

Irvine, California

Chief Technology Officer

08/2022 - 04/2023

Privately held, market-leading manufacturer and direct-to-consumer seller of fresh dog food through brick-and-mortar, online, and partner retail channels.

- Joined as the company's first CTO after years of technology outsourcing and no internal technology management.
- Spent first months stabilizing complex environments, relaunching Oracle NetSuite ERP, remediating customer order concerns, and launching EDI initiatives with core suppliers while planning to revamp Salesforce architecture and launch a new order management platform (a 6 month, \$800k project).
- Evaluated and remediated causes of business process problems (e.g., inventory misalignment and manufacturing inefficiency) delivering both technical and human operational fixes.
- Prioritized hiring to establish a PMO and engineering around consolidating data platforms and services.



Alchemee (formerly Proactiv)

Santa Monica, California

VP, Technology and Product Management/CTO

2020 - 2022

Publicly held international direct-to-consumer manufacturer and retailer of acne treatment and skin care products through online subscription and business-to-business retail channels.

- Joined as the company was exiting a joint venture, necessitating full-stack platform replacement. Evaluated technology, data, and process maturity.
- Managed IT proper, digital software development (ecommerce) development & QA, PMO, and digital product management for multiple brands.
- Led full replacement of ERP (Oracle EBS to Oracle Cloud), PIM, manufacturing, ecommerce, OMS, EDI, data warehouse, call center, and 3PL warehouse systems.
- Responsible for the day-to-day IT needs of the company, including desktop/network support, cloud systems (AWS), security & compliance (including PCI), FDA-compliant validated systems, IT contracting, project management, and capacity planning.
- Issued RFPs, negotiated contracts, and led implementation for more than \$12MM in technology projects.

MY RELEVANT EXPERIENCE

- **RightsmithGroup**Playa Vista, California
Consulting CTO09/2019 - 02/2020

Privately held AI technology start-up with seed-stage funding, seeking Series-A investment.

 - Evaluated existing business processes, staffing, and security, and delivered improvement plans. Commissioned code review and delivered recommended development strategy.
 - Managed Agile development processes and designed AWS architecture for application hosting and media asset management.
 - Refined product value proposition and created investor presentation materials. Led investor and client technical product demonstrations.
- **Z Gallerie**Gardena, California
Chief Information Officer2014 - 2019

Privately held national retailer of home furnishings and art through brick-and-mortar stores and online presence.

 - From the C-suite, directed the day-to-day IT support of the company (84 locations nationwide), including desktop/network support, retail systems, data center/network management, security & compliance, cloud architecture, IT contracting, project management, and capacity planning.
 - Led full replacement of ERP (JDA to Aptos), manufacturing, WMS, ecommerce, OMS, EDI, POS, and data warehouse systems, establishing omnichannel retail capability.
 - Took on interim COO role, including leading customer service, supply chain, distribution, light manufacturing/assembly and transportation (hired VP of Operations) and would have been named COO if company had survived bankruptcy.
 - Issued RFPs, negotiated contracts, and led implementation for more than \$8MM in technology projects.
- **At Play Creative**Pasadena, California
Vice President, Operations and Delivery05/2013 - 05/2014

Privately held creative, marketing, and social agency with clients including Hasbro, DC Comics, Relativity Media, Jaguar, Proactiv, Ergobaby, BOOM! Studios, Outerwall, and Hub Network.

 - Improved agency business process, project management, technical development, and delivery workflow. Relocated company office.
 - Covered pre-sales, sales, and business functions (RFI/RFP, contract, billing). Created pitch decks and led client meetings.
 - Managed creative and development projects for clients.
- **Ontellus**San Dimas, California
Director, Technology01/2011 - 03/2013

Privately held provider of legal document production, duplication, and distribution services.

 - Led the day-to-day IT support of the company, including desktop/network support, data center/ bandwidth management, troubleshooting, IT contracting, and capacity planning.
 - Designed and managed the development of client-facing system software and infrastructure improvement, bringing system availability to 99.98%.
 - Instilled change/risk management process and documentation standards.
- **Sample Digital**Hollywood, California
Chief Technology Officer02/2008 - 01/2011

Privately held provider of cloud-based motion picture & television post-production workflow and digital dailies services.

 - Acting as architect and product manager, supervised design and development of a Web-based and mobile content and workflow management technology and services, improved operational architecture, and retired several legacy systems.
 - Directed day-to-day IT support for the company, including desktop/network support, data center/bandwidth management, troubleshooting, IT contracting, and capacity planning.
 - Coordinated company planning activities, marketing, and sales efforts, including sales engineering and other direct client contact, and managed the company's websites. Presented products at the booth and in on-stage presentations at industry trade events.
- **ActiveVideo**Encino, California
Product Management Consultant09/2007 - 02/2008

Privately held start-up developing technology for over-the-top digital video delivery for cable network operators.

 - Performed consulting services in product management, product design, technical production, business development, research, and process improvement.

MY RELEVANT EXPERIENCE

HOT TOPIC

Hot Topic

City of Industry, California

Director, Web Technology

2005 - 2007

Publicly held brick-and-mortar & online retailer of music and pop culture-themed apparel and merchandise.

- Designed and managed the deployment of ERP, WMS and fulfillment systems and infrastructure in West Coast and green-field East Coast distribution facility.
- Implemented coded-tote, pick-to-light and other fulfillment automation solutions.
- Built and deployed partner EDI, customized product and drop-ship programs.



The Walt Disney Company

Burbank, California

Director, Technical Operations

10/1995 - 11/2005

Publicly traded global entertainment firm with film, television, radio, print, digital, theme park, and consumer products divisions. Worked for Studios, Corporate Services, and Walt Disney Internet Group.

- Led a geographically dispersed (North Hollywood, Orlando, and Seattle) team of systems and database administrators and project managers in supporting Web, application, and ecommerce properties for Disney Online, Disney Stores, and Parks and Resorts. Directed network, software, and QA engineers.
- Managed the hosting and development platforms of Disney Online (and many subsidiary sites), Walt Disney Parks & Resorts (domestic and international), Disney Stores Online/Disney Shopping (ecommerce), and Toontown Online (a massively multiplayer game). Participated in decision-making for ESPN, ABC, and ABC News properties.
- Participated in product design and implementation online (Disney's Toontown Online, Disney's Blast, and numerous motion picture sites) and in theme parks. Designed/implemented middleware to tie in-park to online experiences. Built e-ticketing integrations for the parks (Tickets.com) and Hollywood's El Capitan Theater. Designed the ecommerce architecture for the Disney Movie Club.
- Led the implementation of ITIL processes and SOX and PCI compliance efforts. Unified production and site support teams under standard policies and methods, improving stability and uptime to 99.99%.

MY STRENGTHS



Leadership

I've built, mentored, and managed strong distributed teams, setting clear direction and driving accountability.



Connections

I'm heavily networked in the retail operations, ERP, logistics, distribution, and attendant software spaces. I have a large collection of resources upon which I can call and depend.



Hands-On

I'm most comfortable and fulfilled operating between high-level strategy and hands-on operation. I'm not afraid to get my hands dirty.



Collaboration

The consummate business partner, I'm solution-oriented, and radically transparent.



Analysis

A "beginner's mindset," a hunger for knowledge, and a natural talent for probing conversation make me an apex analyst.



Communication

I bring factions together. I calm the chaos, demystify the technical, and translate need into action.

MY SKILLS

3PL · Agile Methodologies · AI · API · AWS · Azure · Budgeting · Business Development · Business Intelligence · Call Center · Change Management · Client Management · Coaching · Compliance · Conflict Resolution · Contracts · CRM · Customer Care · Data Warehouse · Digital Marketing · Ecommerce · EDI · Employee Development · ERP · HIPAA · HubSpot · Infrastructure Management · IT Service Management · IT Service Management · Leadership · Logistics · Magento · Mentoring · Monday.com · NetSuite · Network Management · Offshoring · Omnicannel · Operations Management · Oracle · Order Management · PCI DSS · Process Design · Product Management · Project Management · Public Speaking · QA · QBR · Retail Operations · RFP · Sales · Salesforce · Security · Service Desk · Shopify · Software Development · SOX · Subscription Services · Systems Analysis · Systems Architecture · Transportation Management · Vendor Management · Warehouse Distribution · WMS

MY ORGANIZATIONS AND VOLUNTEERING



Society for Information Management

Board Member, Southern California Chapter

Marketing Committee Chair, Annual Conference Committee Member



e-NABLE

Chapter Lead, Southern California

Producing prosthetic devices with 3D printing technology at no charge to recipients.