Executive Profile

Michael H. Drucker
Founder & President
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Over his 50 years international career, Michael Drucker has become recognized for his expertise in the design, implementation, and management of information systems. As a resourceful versatilist, businessman, executive, and advisor he has founded three consulting companies, a communication company, and a software application company in the patient accounting and medical insurance field.

Mr. Drucker is the Founder and President of Michael H. Drucker Consulting, a virtual company organized in 1998 and structured to provide electronic commerce solutions using the latest internet hardware/software technologies to take business problems and turn them into business opportunities.

Areas of expertise include:
- Design, development, and implementation of business and computer systems for financial, distribution, administration, and personnel functions across many types of diverse companies.
- Custom creation of support tools and report generators for payroll, billing, inventory control, and production control.
- Management of IT teams in areas of internal/external Portal applications, CRM, One-to-One marketing, rich-media advertising, and Video-on-Demand entertainment.
- Creation and management of Regulatory and compliance reporting systems.
- Management of business processes in user security, banking, insurance, real estate management, outpatient accounting, utility billing, retail POS, fulfillment, and a variety of other miscellaneous systems.
- Creation of technical manuals, white papers, and internal technical courses in the latest hardware systems, software languages, system administration, network administration, and database technologies.

Developed Rapid Service Improvement - a TQM concept for the service industry. Using cross-functional teams in weekly assignments, improved work flow of business processes by removing waste and removing the silos built over time. As part of this process, management was taught how to manage the new cross-functional work groups created by RSI.

Current **client base and function** served consists of:
- **Johnson & Johnson** – Developed a Gap Analysis, Operation Process Workflow and a Patent & Copyright review for a new division creating a new medical device.
- **Cow Over The Moon** – Design, develop, and implement, retail Toys, Sport Memorabilia, and Gifts websites: **cowoverthemoongifts.com**; **toysonmainstreet.com**; **sportsonmainstreet.com.**
- **Piggyback Battery** – Design, develop, implement, and maintain this retail website**: piggybackbattery.com**.
- **The NEO-INDEPEDENT Magazine –** Design, develop, implement, and maintained The NEO-INDEPENDENT Magazine subscription website.
- **United Nations** – Wrotes six email security whitepapers and a review of the current e-government efforts worldwide.
- **The Official Goose Gossage website –** Design, develop, implement, and maintain The Official Goose Gossage website.
- **Dag Hammarskjold Tower –** Design, develop, implement, and maintain this Condo's website.
- **Barbara Schultz Image Consulting** – Design, develop, implement, and maintain this Image Consulting site.

- **Barbara Cushing Artworks** – Design, develop, implement, and maintain this Artist site.
- **Wish You Were Productions** – Design, develop, implement, and maintained this Sports Marketing site. WYWHP also includes Don Larsen and David Cone Foundation sites.
- **Independence Party** – Design, develop, implement, and maintained Political web sites.
- **Total PayPerView – Interim CTO** – Designed and managed the building of an entertaining and informative Portal for consumers to utilize and make knowledgeable buying decisions for pay-per-view and video-on-demand products.
- **PayForView – Interim CIO** – For an integrated online and offline entertainment, advertising and Design Company with broad experience and expertise in the online streaming, rich media and advertising sectors. Developed endureAD, a proprietary super-rich-media advertising model that allows for video-based and rich-media commercials.
- **Cardboardmemories.com – Interim CTO** - Developed and marketed the brick-and-mortar site for this authentic autographed Sports Memorabilia Company.
- **marchFIRST – Interim CTO** –Managed the development of a PIM for the tri-state division of this consulting company. Managed the proof-of-concept for Cisco's WAP/XML reporting and internal Portal of Flextronic's manufacturing router division, internal Portal for a Chicago architectural company, business plan for a 3D apparel viewing model, researched Pat Robertson's 700 Club Video Studio streaming video problem with Vignette.
- **Worldo.com – Interim CTO** – Designed, managed the hiring, and development of an internet Portal/ASP for the Interior Architect & Designer industry.
- **Shop.theglobe.com – Interim CIO** – Managed the integration and redevelopment of an internet shopping mall in WA with the community site of theglobe.com in NY. Added the CRM and rich-media email marketing systems to empower and monetize their 15m customers.
- **More.com (GreenTree.com) – Interim CTO** – Developed and managed the back office integration of the internet health care mall with national distributors. Developed and managed the business process. Company merged with Drugstore.com.
- **Redmond Technology Partners – Interim CTO** – Developed and managed the creation of internet sites for the German FCC, Stevedoring Services of America, and Stellar One (ConnectTV). Wrote white papers covering Internet and the Insurance industry, Y2K issues, Web site creation issues, and eCommerce issues in the Catalog industry.

Since 1985, Mr. Drucker has been associated with the direct marketing industry. As Sr. VP of Operations & CIO of **Multiple Zones Internationals, Inc.** from 1996-1997, developed the organization of this leading international direct marketer of brand name microprocessor-based hardware, software, peripherals and accessories for users of PC/Wintel and Apple Macintosh-compatible computers through two flagship catalogs, The PC Zone® and The Mac Zone®. The company was able to go public and increased their revenue to $800m. A dedicated telemarketing sales force serves the needs of the business, education and government markets. Products are also available through the Multiple Zones Internet SuperStore. Developed a international Mail Order & Direct Marketing system. Managed a combination of HP3000, AS/400, and network services supporting a 24x7 Mail Order/Direct Marketing Operation in 27 countries and providing service to 10m customers. Worked internationaly in England, Scotland, France, Denmark, Austria, Holland, and Belgium. Responsibilities included opening offices, mergers & accusations, budgets, distribution, system integrations, and managed the international IBM VAR business. Participated in a year TQM project for this publicly traded company resulted in the development of RSI (Rapid Service Improvement).

As MIS Director of **Global DirectMail Corporation (Systemax)** from 1985-1996, directed the work of 12 programmer/analysts and 40 operation personnel to maintain a Data General operation with mini computers and PC's in a global network. Installed a state of the art communication system, EDI, FAX, and Parcel Manifest systems, to make this company a leader in their industry. Distributed over 200 million catalogs and produced same day delivery statistics over 92% in 1993. Responsible for the selection of a 4GL database design and reporting productivity tool which increased the capabilities of the MIS department. Responsible for providing service to 40m customers including the production of 27 different catalogs, in 5 languages, produced worldwide. Developed three versions of an International Mail Order & Direct Marketing system. Managed the acquisition and integration of five international and five domestic Mail Order companies and the international DG VAR business. Worked in England, Scotland, and France. As a results of this work the company went from $32m to $1b in sales and became a public company.

As Founder and President of **Innovative Health Systems** from 1986-1996, developed and marketed a Dental Patient Accounting and Health Insurance processing systems.

As Founder and CTO of **The Telex Connection** from 1986-1996, purchased the voice activated Telex business of **RCA Globecom** and **Churchill Communications** and added Fax, Voicemail, 900, and Secretarial services.

As Founder and President of **Creative Systems & Mi-Ro Systems, Inc.** from 1974-1982, focused on developing and implementing computer systems across many diverse types of business.

- Part of team that designed and implemented a nationwide Payroll Service Bureau for **Chase Manhattan Bank**. As this project grew, Creative Systems became Mi-Ro Systems, Inc. and a Charter member of the **Independent Computer Consultants Association**. The project used State of the Art technology in a distributive processing environment with modern telecommunication procedures. This project became **Managistics 'Payroll Plus' System**.
- Gained knowledge of other mini systems such as Data General and Digital Equipment Corporation.
- Developed a Real Estate Management system for **Landmark Management Corp.**, a Houston, TX conglomerate and **We're Associates of NY**.
- Manufacturing (ERP systems) for **Nature's Bounty**, **Doctor's Pride**, **Puritan's Pride**, **Doody Lumber**, and **Ax-inn Lumber**.
- Insurance systems for **Phoenix of London**, **Reed Roberts, Inc.**, and **Falcon Claim Services, Inc**.
- E-mail system for **New Jersey Blood Bank**.
- Nationwide Tax Services for **Burroughs Corp.**, **Bunge Corp.**, and **Phillips Business Systems, Inc.**
- Utility Systems for **S.O.S. Oil of NY**, **Hicksville Water of NY**, **New York Water**, **George Rice Fuel Oil of NY**, **State of Conn. Utility**, **Garden City Oil of NY**, and **Fleet Fuel Oil Company of NY**.
- School Budget Accounting Systems for **Hauppauge and Oyster Bay, NY School Districts**.
- Numerical Control systems for **Corning Glass** & **Westinghouse Electric**.
- Provided technical support for the Product Marketing division of **Potter Instrument Company**.
- Contributed to the development of a Floppy Disk Operating system for **Olivetti Corporation**.
- Assigned as a Manufacturers Representative for the **International Computer Equipment Corporation**.
- Converted **Purolator**'s Honeywell Accounting system to Data General equipment.
- Developed a Foreign Currency accounting system for **Citibank** and **Irving Trust**, Installment Loan for **Riverhead Bank of LI**, and Trust Accounting for the **Grace Luce Foundation**.
- Significantly enhanced computer systems for **Citicorp Credit Services, Inc**. This included the documentation of Visa/Master Charge back-office accounting systems; evaluation and installation of QUIZZ, a report writer for the Hewlett Packard HP3000 computer; the design of the Merchant Business Pricing Model and Prospect Tracking Database; the transition of the Retail Business of Visa/Master Charge from New York to South Dakota; the design of a graphic financial system linking databases on the HP3000 in South Dakota and MSA General Ledger on IBM 303x with HP125's in New York and Long Island, NY.
- The largest distribution system managed included 10 warehouses in North America and 10 in Europe.
- Wrote technology articles for **FOCUS Magazine**, a trade magazine for the users of Data General Computers.

As Director of R&D of **MediChip, Inc.** from 1985-1986, responsibilities included Product Development projects for a Data General OEM for the Health Care industry. These systems included Census Management; Patient Financial Management; Medical Record Management; DRG and Case Mix reporting; Blue Cross and Blue Shield Tape-to-Tape Insurance reporting; Patient Care systems for Hospitals with 100 to 500 bed capacity. These systems were installed in 22 Hospitals nationwide.

As COO of **Programs Plus** from 1983-1985, responsibilities for this startup franchiser of Software stores included: MIS, Purchasing, Distribution, Retail Sales, Training and Merchandising. When Mr. Drucker left, there were 2 Company stores, 3 Franchise stores, and a warehouse distribution system.

During this period, using multimedia technologies created an educational software program simulating a Strip Reader used by students with learning disabilities. The program then was applied to the Children Classics. Each story including the software, a teachers and students manual, and were sold through the **Apple Corporation**. Also served as an Expert witness in a computer software ownership case.

As Director of Technical Support for **Tricom Industries** from 1982-1983, directed the activities as the Northeast distributor of the SEIKO multi-user computer. Responsibilities included building, demonstration, training, and supporting a Retail Dealer network. Upon completion of this project, a 40 Northeast Dealer network was in place.

Providing multiple positions for **Philips Business Systems, Inc.** from 1970-1974, Managed several positions with Philips Business Systems, Inc. Diversified positions included: Branch Applications Software Manager of Long Island, NY; Instructor - teaching assembler language courses for new employees, customers and Software houses; Systems Analyst - special customer requirements for systems around the world; Developer - standard business application packages; Project Leader - of a distributed processing interactive system on P400 series of computers.

- Completed special studies in accounting and finance; management and programming. Installed over 50 Philips systems with a broad range of business applications.
- Gained expertise with programming languages such as BAL, FOCAL, BASIC, FORTRAN, COBOL, RPGII, Assembler and Machine code which developed an understanding for the need of Data Base Management.
- Created the syllabus and taught programming courses for Computerland of NY and NV PHILIPS Labs.

As Application Software Manager for **Burroughs Corporation** from 1969-1970, managed Systems Representatives in Nassau, Suffolk & Queens, NY. Using COBOL, GP300 and Assembler languages, developed commercial applications for Burroughs accounting machines and on-line teleprocessing systems using remote L2000 and TC500 terminals.

As a Sergeant in the **United States Air Force** from 1965-1969, served as a supervisor for Burroughs B-263 operations. As a coordinator for a new Base Supply requirement system with the Navy, this Burroughs operation completed six months ahead of schedule.

EDUCATION/CERTIFICATIONS/AFFILIATIONS
- BTM Expert in The Enamics BTM Exchange^{SM} 2005
- Member of The CIO Collective 2004
- Member of the Gerson Lehrman Group's Technology & Communication Council 2003
- Member of the BizWiz Network 2000
- Sponsor for the "Hollywood Squares" IT forum of the DMA 1994
- Member of the Direct Marketing Association 1986-1997
- New York Technology College, Introd. to Psych, Business Organization & Administration 1977
- Charter member of the Independent Computer Consultants Association 1974-1982
- Air Force Extension University, Data Processing Operations & Programming Specialist 1967-1968
- Air Force Extension University, Material Facilities Specialist 1966
- New York University, Programming Languages & System Design 1964-1965
- Various Technology Courses, IBM Tabulating Operations & Control Panel Wiring 1964
- Fashion Institute of Technology, Textile Design 1962-1963