

# Michael Thwaite Resumé



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## Skills

Start-ups. Email deliverability. Marketing analytics. CRM/CMS Lead gen. Cloud computing & scalable, distributed infrastructure. Strategic planning & business strategy. Software development for web, mobile, embedded & desktop. FX trading systems. Networking. VoIP. Electrical engineering. C#, JS, NoSQL. Public speaking. College Lecturer.

## Publications

Tesla Motors - How to Sell an Electric Car

Windows In Financial Services - Going Wireless in Weeks

## Education

Kitson College of Technology - Bachelor of Science equiv. Computer Science

## Volunteer



2014- Plug in America - President  
Plug In America (PIA) is a 501(c)(3) non-profit educational organization that promotes and advocates the use of plug-in cars, trucks and sports utility vehicles (SUVs) powered by domestic and renewable electricity which it claims will help reduce dependence on fossil fuels, improve the global environment and reduce greenhouse gases and climate change.



2012- Electric Auto Association - President, New Jersey Chapter  
The New Jersey chapter of the Electric Auto Association was originally founded in 2008 from the National Electric Auto Association, a group first founded in 1967 to coordinate home hobbyist conversions of cars to electric drive.

## Profile

### A Technology & Business Professional

I believe that the key to leveraging technology successfully is to understand it at all levels & apply it in the simplest way possible, hidden from the end user.

My duties include:

Manage infrastructure - unix/windows/virtual/cloud/telephony  
Environments - mobile/web/desktop/embedded  
Manage product - design/UX/feedback/measurement  
Support marketing programs - tracking, deliverability, analytics  
Design, develop code - C#/JAVASCRIPT/a little PHP

I'm particularly comfortable in the fast-paced environment of start-ups; I relish creating global high-volume app/web/mobile solutions at start-up pricing - I love the crazy times.

I've led the technology charge for a couple of amazing start-ups, one made it to the NYSE and employs over 400 people globally. Other projects have been my own from start to finish and others are still developing.

## Positions held

2017- **Connect Media** - Chief Technology Officer  
2014- **TheMichael&PamelaCompany** - Freelance Consultant  
2012-2017 **Transport Evolved** - Technology, Business Development  
2012-2014 **Reynwood Communications** - President  
2003- **myFoodDays & ptoBay** - Founder & Chief Architect  
2001-2012 **GAIN Capital / FOREX.com** - Senior Vice President