

## Contact

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(LinkedIn)  
martinrowinski.com (Personal)

## Top Skills

Business Development  
Online Marketing  
SEO

## Languages

Polish (Professional Working)  
English (Full Professional)

# Martin Rowinski

CEO at boardsi  
El Dorado Hills, California

## Summary

Martin Rowinski is a technology executive with over 25 years of experience providing leadership, developing and implementing strategic processes, and deploying new products to streamline services and improve growth in lead generation and sales in the fields of recruiting, finance, technology, marketing, and mortgage lending.

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## Experience

boardsi

CEO

November 2017 - Present (2 years 7 months)

El Dorado Hills

Boardsi is an opportunity network for Executives seeking to find a board position or advisory work. We have been working on a solution to match up and bring the opportunities for executives to find and apply. We have Success Manager who help the flow of the application and Business Development reps that help find the board positions. We are working on platform improvements and growing out the brand everyday. We are committed in this industry to work hard for all executives.

### Consulting

Executive Technology Consulting

May 2015 - October 2017 (2 years 6 months)

El Dorado Hills, CA

- Provide executive leadership as head of technology for companies seeking custom application and CRM solutions
- Responsible for all aspects of strategic planning, implementation, and support as an integral component of business plan
- Create and deploy new technologies
- Develop projects to streamline services, including:

-- 100% custom referral program developed with Salesforce to automate the referral process for each salesperson

-- Custom data migration for reporting, including moving data live from Salesforce and Five9 into a central database, enabling operations to build custom reports and push back into Five9 through Five9 API updates to Agents Sales Skill Level, which results in rewarding top sales agents with more calls

#### Special Skills:

Extensive experience in design, development, and use of:

- Workflow
- CRM
- B2B & B2C Applications
- Web applications
- Client/Server Systems
- Windows
- Linux
- UNIX
- MySQL
- Image manipulation and production software

Managed and developed teams and IT operations using a diverse array of programming languages, service-side and client-side scripting, and web servers

#### SEP Connect

Chief Technology Officer

August 2008 - May 2015 (6 years 10 months)

Ed Dorado Hills, CA

- CTO for startup enterprise to help local businesses achieve front page placement on major search engines like Google, Yahoo, and Bing
- Grew company from startup through initial funding
- As part of funding process, engaged in interviews with Google executives to ensure the business practiced white hat SEO services
- Built local business directories and back end reporting for customers, including daily search results on major keywords obtained by our custom Search Engine Crawler that showed current and historic front page placement

## Freedom Mortgage

Owner

March 2005 - April 2008 (3 years 2 months)

El Dorado Hills, CA

- Owner of independent mortgage office
- Created telemarketing campaigns for lead acquisition
- Built multiple websites with landing pages to capture internet leads

## Sundial, Inc

Technology Consulting

February 2001 - March 2005 (4 years 2 months)

Anaheim Hills, California

- Responsible for West Coast sales and implementation, focusing on financial sector, including mortgage companies and fulfillment companies like Guthy Renker
- Sold predictive dialer to companies struggling with manual telemarketing processes
- My efforts resulted in improving the company's bottom line by 100% through introducing the predictive dialer, rewriting telemarketing scripting, hiring a manager and sales staff, and training the first wave of employees

## Discover Call Center (formerly ACT)

Vice President of Sales

July 2000 - March 2005 (4 years 9 months)

Sacramento, California

- Transformed consultancy work into full-time position as VP of Sales
- Responsible for improving quality and quantity of services
- Revamped sales process, sales training, and scripting
- As a result of my efforts, the company's financials moved into the black as it sustained current production levels while growing its client base

## Coast Security Mortgage

Director of Marketing

October 1995 - February 2001 (5 years 5 months)

Anaheim, California

- Responsible for all marketing campaigns for client of former employer, which hired me after I had moved on from that position
- Ran all outsourcing and overtime
- Started in-house direct mail campaign
- Opened a call center for lead generation
- My efforts resulted in rendering the company self-sufficient, so that it no longer required leads from outside sources, which ultimately led to its acquisition

## Protocall

### Management Information Systems Director

February 1991 - September 1995 (4 years 8 months)

Pleasanton, California

- Hired directly from in-progress college degree program for director-level position
- Responsible for moving company from manual dialing to EIS predictive dialer and launched all campaigns for increased production
- Implemented custom logical scripting and agent flow to make company stand out from other call centers
- Managed call center campaigns, including lead generation for mortgage companies, insurance companies, political campaigns, and complex surveys
- Responsible for developing and implementing large internal campaign for Marlboro to create custom complex logical branching script

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## Education

### California State University-Hayward

Computer Information Systems · (1989 - 1994)