



MICHAEL ENTNER-GÓMEZ, MSIT

C-Suite Technologist | Transformational Consultant | Executive Sales Leader

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Professional Summary:

- Over 30 years of experience in strategic planning, product monetization, and solution architecture.
- Proven track record in leading global sales and solutioning teams across various sectors.
- Pioneered innovations in edge computing, software-defined vehicles and healthcare.
- Committed to sustainability and practical environmentalism in professional pursuits.

PROFESSIONAL EXPERIENCE

Chief Technology and Transformation Officer

Entner Consulting Group - Paisley, Florida | Jan 2019 - Present

- Deliver C-suite level consulting services in digital transformation, emerging technology adoption, M&A advisory, sales, and marketing strategies.
- Provide strategic advisory services to OEMs, Tier-1 suppliers, and consulting agencies in next-gen automotive technologies, focusing on intelligent connected transportation, software-defined vehicles, advanced application development methodologies, and monetization strategies.
- Developed GTM 5G strategy for a South Korean telecom firm, achieving an 8% market share in under 2 years.
- Collaborated with a leading US bank to devise a tech investment scoring system, resulting in a 10x ROI and elevating tech leadership in the banking sector.
- Developed new tech-driven products for a top-tier national healthcare provider, generating \$10M in new revenue.
- Guided a global automotive startup's GTM strategy and sales optimization, fast-tracking market penetration and achieving a 20% increase in sales.
- Developed an architecturally-led pursuit strategy resulting in doubling a Fortune 100 spin-off consulting firm's funnel by \$100M in new business with the USA's largest integrated healthcare provider.

Global DTO, Automotive, Mobility & Telecommunications

Aptiv (Formerly Wind River) - Orlando, Florida | Feb 2021 - Feb 2023

- Spearheaded a comprehensive digital transformation strategy that resulted in over \$250M in deals and was crucial in positioning the company for its \$3.5B acquisition by Aptiv.
- Led the sales strategy for Intelligent Edge, 5G, and IoT solutions, closing over \$100M in telecom-related sales in the first year. This achievement significantly boosted revenue and established a robust market presence in the rapidly evolving telecom sector.
- Championed the development and market penetration of Software-Defined Vehicles (SDV) and Intelligent Edge (IE) technologies which enhanced the company's visibility and credibility through strategic marketing and partnerships, resulting in a 30% increase in market share.

Executive Director, Digital Strategy and Transformation

Verizon Business - Orlando, Florida | Jul 2013 - Jan 2019

- Launched the Executive Consulting Partner program, aligning business units and expanding strategic partnerships, driving significant business growth.
- Managed teams pursuing global deals exceeding \$100M in total contract value, with an increased deal volume of 50% over traditional sales motions, significantly contributing to the company's revenue.
- Developed unique product and service offerings that created new top-line revenue streams valued at \$30M+, enhancing the company's competitive edge in the market.

Senior Managing Consultant, CIO Advisory

PwC - Orlando, Florida | Jul 2012 - Jul 2013

- Delivered strategy, architecture, and implementation services to C-Suite executives, guiding clients through critical digital transformation journeys supporting competitive advantage, operational efficiency, and market agility.
- Structured and sold practice engagements, consistently meeting an annual target of \$10M, while aggressively pursuing new opportunities within existing clients to deepen relationships and expand service offerings, driving substantial business growth for the practice.
- Developed and implemented an advanced Citrix-based enterprise architecture to rationalize and replace dozens of standalone computing systems, including the integration of mainframe frontends for a major global hospitality company.
- Audited and remediated the security infrastructure for a major global payments company, implementing advanced techniques like Data Loss Prevention (DLP), encryption and microsegmentation, which enabled them to resume operations and support critical business expansion.
- Developed enterprise architecture (EA) solutioning patterns for a leading pharmaceutical company's global IT operations, facilitating their transition towards a microservices, cloud-native architecture, enhancing scalability, and operational flexibility.

Senior Enterprise Architect, End User Computing Practice

Cognizant - Orlando, Florida | Dec 2010 - Mar 2012

- Executed Customer Experience (CX) services to optimize customer engagement and satisfaction for clients, significantly improving their interactions and service delivery to their internal and external customers.
- Created secure and efficient application delivery infrastructures, leveraging EUC methodologies such as desktop virtualization, application streaming, and secure remote access, to lead digital transformation initiatives.
- Led the integration of advanced technologies, achieving 25-50% operational efficiencies and improving customer satisfaction metrics by 30%, significantly enhancing client operations.
- Established a next-generation Citrix architectural model for a leading global financial services firm, replacing standalone systems with a secure, unified platform that enhanced security, streamlined operations, enabled scalability, and aligned with their strategic goals for improved efficiency and customer service.

CTO & Deputy CIO (Contracted via Ellucian)

Lamar University, TSUS - Beaumont, Texas | Jan 2008 - Oct 2010

- Managed a team of 50 staff members, including directors, managers, and individual contributors, guiding their technical development, restructuring the organization for maximum efficiency, and handling day-to-day personnel issues to ensure smooth operations and continuous improvement.
- Transformed Lamar University's IT environment into a hybrid cloud system with high availability, enhancing the institution's technology capabilities and supporting academic and administrative functions.
- Established PMO and SOC functions, improving project dynamism and security robustness, resulting in a 40% improvement in project delivery times and overall operational efficiency.
- Expanded Ellucian's presence at Lamar, securing positions for five additional full-time professionals, which represented an annual value influx of \$2.5 million and significantly bolstered the university's IT support structure.

Lead Enterprise Architect, Office of the CIO

Houghton Mifflin Harcourt - Orlando, Florida | Nov 2006 - Dec 2008

- Implemented the Zachman framework for enterprise architecture, significantly enhancing the operational capabilities and strategic alignment of IT initiatives with business goals.
- Led PoC (Proof of Concept) build-outs to validate solution functionality, ensuring projects were aligned with strategic objectives and reducing implementation risks by 30%.
- Spearheaded the evaluation, adoption, and evangelism of emerging technologies such as Service-Oriented Architecture (SOA), virtualization, web services (SOAP and REST), open source software (OSS), and digital rights management (DRM), promoting modern, scalable, and cost-effective solutions within the organization to foster innovation and improve operational efficiency.
- Drove the overall direction of Citrix-based desktop and application virtualization technologies, establishing Standard Operating Procedures (SOP) and seamlessly integrating these solutions with existing architectures to enhance operational efficiency and support organizational growth.

Enterprise Systems Architect

IAC - Miami, Florida | Nov 2005 - Nov 2006

- Designed and deployed global enterprise solutions, enhancing operational efficiency and reducing system downtime by 20% by unifying disparate systems through an integrated IT architecture and leveraging automation tools to streamline processes.
- Coordinated the integration of enterprise systems with contact center telephony capabilities, enabling seamless communication and data flow across platforms. This integration enhanced customer service efficiency and facilitated the implementation of advanced contact center features, including intelligent call routing, sentiment analysis, Computer Telephony Integration (CTI), and unified communications.
- Aligned IT frameworks with business objectives, leading to a 15% improvement in response times and overall business agility by conducting needs assessments and implementing agile methodologies that allowed for rapid adaptation to changing business requirements.
- Provided architectural guidance and support to personnel responsible for the day-to-day management of Windows-based systems, ensuring they had the necessary frameworks and tools to maintain and optimize these critical environments.

Mobility Solutions Architect (contracted via Software Resources)

Orange County Florida Government - Orlando, Florida | Jan 2003 - Nov 2005

- Established the Office of Mobility, pioneering innovative application delivery strategies that significantly improved operational efficiency by developing and deploying mobile solutions to enhance access to government services, streamline internal workflows, and enable real-time data access for field employees, leading to faster response times and improved community service delivery.
- Managed the mobility team in the design, implementation, and development of standards, overseeing automation and training initiatives to ensure seamless deployment and operational excellence of mobility solutions, fostering a culture of continuous improvement and technical proficiency within the team.
- Facilitated the Request for Proposal (RFP) process, securing robust cellular data connectivity for Orange County by negotiating contracts with top telecommunications providers, achieving a 25% reduction in connectivity costs while maintaining high-quality service, and enhancing the operational capabilities of various government departments through more effective communication and data sharing.
- Led the implementation of a county-wide mobile device management (MDM) system, standardizing and securing the deployment of mobile devices across departments to ensure compliance with security protocols, simplify device management, and improve the efficiency of mobile operations, thereby supporting the county's transition to a more mobile and responsive workforce.

Citrix Enterprise Architect, Latin America and Caribbean

Citrix - Fort Lauderdale, Florida | Sep 2001 - Sep 2002

- Led diverse teams across Latin America in support of strategic client initiatives, ensuring effective collaboration and delivery of tailored solutions that aligned with Citrix's goals and enhanced client satisfaction throughout the region.
- Shaped product and service offerings and drove thought leadership through speaking engagements and whitepapers, while developing go-to-market (GTM) plans that expanded Citrix's footprint and accelerated growth in the Latin American market, resulting in a \$5M revenue increase in products and services.
- Delivered comprehensive consulting services across Latin America and the Caribbean, enhancing Citrix's market presence and identifying innovative revenue pathways by conducting in-depth assessments and providing customized solutions tailored to each client's needs.
- Established and managed Citrix labs for product validation and customer configuration replication, which were critical in reducing client downtime by 20% by ensuring reliable and effective technology solutions before deployment.
- Provided architectural guidance and technical expertise for integrating Citrix solutions into existing client infrastructures, enabling seamless adoption and maximizing return on investment through the design and implementation of scalable and secure solutions.
- Coordinated training and knowledge transfer initiatives for regional partners and clients, empowering them to effectively deploy and manage Citrix technologies, which contributed to higher client satisfaction and a more capable partner network.

EDUCATION

- **Master of Science in Information Technology (MSIT)**
Barry University, Miami, Florida | 2007 - 2008
Specializations: Software Engineering and Knowledge Management
- **Bachelor of Science in Information Technology (BSIT)**
Barry University, Miami, Florida | 2003 - 2007
Specialization: Enterprise Infrastructure Architecture
- **Pastoral Theology Studies/Counseling**
Saint Joseph's College of Maine, Standish, Maine | 2013 - 2015

KEY COMPETENCIES

Category	Skills
Executive Leadership	Executive Leadership & Strategy, Cross-Functional Team Leadership
Strategic Planning	Strategic Planning, Solutions Architecture (Zachman & TOGAF Frameworks)
Product & Innovation	Product Monetization & Innovation, Revenue Growth & Acceleration
Technology Expertise	AI & Data-Driven Optimization, Digital Transformation
Business Development	Go-to-Market (GTM) Strategy Execution, Strategic Partnership Development
Sales & Marketing	Sales & Marketing Strategy, Client Engagement
Operational Efficiency	Complex Problem-Solving, Relationship Building & Alliance Management
Security & Compliance	Security Enhancement, IT Framework Alignment

PERSONAL INTERESTS & PURSUITS

- **Restoring Vintage Transportation**
Passionate about rejuvenating classic cars and motorbikes, blending mechanics with a love for history and craftsmanship.
- **Sustainable Agriculture**
Advocating for and practicing eco-friendly farming techniques, focusing on enhancing sustainability in food production and land use.
- **Alternative Housing**
Exploring innovative and sustainable housing solutions, including tiny homes and eco-friendly living spaces, to reduce environmental impact.
- **Graphic Design & Fine Art**
Combining technology-driven graphic design with traditional fine art, creating works that blend modern digital techniques with classical aesthetics.
- **Exploring Emerging Technologies**
Continuously engaged with the latest advancements in technology, including AI, blockchain, and IoT, to expand knowledge and understanding of their applications and impacts.