
MARK L. PETERSON

207-577-1168 | markpete04260@gmail.com | mlpeterson.com   

COLLABORATION PRODUCT DEVELOPMENT AND STRATEGY

Combining technical expertise and business management to design and deliver innovative collaboration solutions across enterprises and educational institutions.

Areas of expertise include:

- Business Strategy and Planning
- Product Development
- Project Management
- Public Speaking, Presentations
- Operations, Command Centers
- Technical Design
- Security and Risk Management
- Vendor Management
- Video & Videoconferencing
- Audio, Control & Acoustics
- 4K Collaboration & Immersion
- Digital Signage Integration
- IP Network Engineering for AV
- Metrics and Analytics
- Team Building, Leadership

WORK EXPERIENCE

MORGAN STANLEY, NEW YORK, NY.

2005-2016

Vice President, Unified Communication and Collaboration, Global Head of Multimedia Engineering

Directed international team (NY, London, Hong Kong and Shanghai) in design and implementation of collaboration technologies across the enterprise. Business impact: indirect revenue generation through increased business productivity and reinvestment opportunities through simplified hardware, implementation and lower support costs.

Key Contributions:

- Enterprise adoption strategy: unifying multimedia and collaboration technologies
- Global design, engineering and implementation: complex multimedia systems and IT networks
- Innovative Project Management tools, based on + 10,000 hours in AV project management
- 90% cost reduction in videoconferencing, with seamless interoperability between desktops and rooms
- Risk mitigation for AV: change management, security architecture, vendor management
- Increase in space efficiency: integrating collaboration solutions into global open-space facility designs
- Increase in team productivity: anytime-anywhere multipoint conferencing, internal and client facing
- Project cost reductions: architectural and system standards for multimedia installations applied globally
- Cyber-threat mitigation: interactive display walls and collaboration stations in specialty command centers
- Investment: the firm's subject matter expert on videoconferencing and consumer electronics industry trends
- Reputation: recognized industry leader in designing and supporting enterprise-scale multimedia operations

RYCAT, INC., SPARTA, NY.

2000-2005

Communications Consultant

Client consulting, product development and deployment for Fortune 500 customers and educational institutions. Responsibilities spanning all project phases: initiation, submission, engineering and programming, procurement, staging, installation and project completion.

Engagements:

- Goldman Sachs (vendor coordination, project oversight and system acceptance)
- DreamWorks Records
- Ramapo Community College
- Broadway Television Network

KPMG, MONTVALE, NJ

Education Network Manager

1997-2000

Engineering and operations manager for live two-way distance learning system: five broadcast and forty-three receive site installations. Network management, system engineering and installation, staff training and management, vendor management, faculty coaching and course development.

Key Accomplishment:

- "Best Distance Education Network" as judged by the United States Distance Learning Association in 1999

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EDUCATION

Master of Business Administration (MBA)

Kaplan University (June, 2015)

Key Club and Alpha Beta Kappa nominations for Academic Achievement (GPA 4.0)

Bachelor of Fine Arts (BFA)

Tish School of the Arts: Film and Television

New York University

Founders Award Recipient for Academic Achievement

CERTIFICATIONS

Crestron – Certified Designer (DMC-D)

ICIA – Certified Technology Specialist (CTS)

AutoCAD - Sussex County Community College, 2001

MEMBERSHIPS

AQAV- Association for Quality in AV Technology (AV9000)

Wainhouse Research

CES, Consumer Electronics Industry Analyst

WSTA Wall Street Trade Association

ICIA - International Communications Industries Association

PRESENTATIONS

2016: Enterprise Connect, Orlando Florida

Huddle Rooms and Beyond: Continuing the Evolution of the Meeting Room Experience

PUBLICATIONS

2016: Turning Point: *Innovation through Collaboration*

“Building Collaboration to the Culture Code”

“Putting Collaboration in its Place”

“Collaboration: Space Planning for the Digital Nomad”

“What Entrepreneurs and Nomads Can Learn from Hackathons”

REFERENCES

Available on request