

# BRUCE WEINER

Curriculum Vitae

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<https://weiner.net>

## SUMMARY

- Technology leader at the Federal Reserve Bank of New York
- Patented Information Technology executive manager with over 30 years of in-depth experience managing software, technology, IT infrastructure, program management and contracting/outsourcing agreements for Fortune 100 corporations and government entities
- Princeton trained computer scientist and electrical engineer
- Experienced expert witness in patent and commercial litigation matters



## CURRENT EXPERIENCE

FEDERAL RESERVE BANK OF NEW YORK

2012-Present

*The New York District of the Central Bank of the United States of America.*

### ASSISTANT VICE PRESIDENT, BUSINESS TECHNOLOGY – MARKETS GROUP

Manages a team of technology leaders directing technology initiatives and serves as the bridge between the business and the Systems/Technology Organizations supporting Market Operations, Monitoring, and Analysis (MOMA) and Discount Window and Collateral Valuation (DWCV) business units in the Markets Group. The Markets Group at the Federal Reserve Bank of NY is the organization responsible for implementing monetary policy on behalf of the Federal Open Markets Committee. Technologies include fixed income trading, settlement and accounting systems, reference rate production systems, data analysis tools/systems, and operational planning and implementation software.

- Overhauled the rate calculation source information collection, calculation methodology and technology infrastructure for the delivery of the banks Effective Federal Funds Rate and Overnight Bank Funding Rate
- Developed and implemented a new reference rate that is targeted to replace US LIBOR, the SOFR that launched April 3<sup>rd</sup>, 2018.
- Delivered material improvements in the core trading application, FedTrade, by overhauling the enhancement life cycle. Resulted in shortening the time-to-market for each major release, modernizing the software development life cycle to be more Agile and delivering a new web-based interface for the banks Extended Counterparty's on Reverse Repo and Repo operations.
- Created a market analysis delivery portal (MarketSource) for communicating the analysis/reporting results of the Markets Group.

## EDUCATION | TRAINING

**Bachelor of Science, Electrical Engineering and Computer Science**, PRINCETON UNIVERSITY, 1988, Magna Cum Laude, Princeton, NJ

**Certificate of Completion, International Relations and Public Policy**, WOODROW WILSON SCHOOL AT PRINCETON UNIVERSITY, 1988, Princeton, NJ

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## PAST PROFESSIONAL EXPERIENCE

WEINER.NET, LLC

2008-2012

*A technology consulting company for loyalty/affiliate marketing programs and travel-related service organizations.*

### FOUNDER

Established and grew company from ground up by bridging the gap between business needs and technology solutions. Led technology consulting efforts driving material impact for both travel and loyalty/affiliate marketing customers. Airlines, hotels, car rental companies and their technology and business processes outsourcing partners. Supported financial services clients on credit card and banking technology issues.

- Realized a 30% savings in infrastructure costs for client through the selection, negotiation, and management of a hosting and cyber security agreement of a global transactional set of systems.
- Served as a launch CIO for 3 startups. Built the organizations from inception to transitioning operational systems and teams to an ongoing CIO.

NOVANTAS, LLC – LOGICSOURCING, NEW YORK, NY

2005-2008

*A leading provider of consulting, solutions, and research services for financial industries.*

### MANAGING DIRECTOR

Built a technology consulting practice for travel industry clients. Oversaw \$2M annual revenue, including budget and delivery management for teams between 4 and 52 staff members.

- Managed the Sabre Due Diligence efforts on sale to private investors, which included leading a team of consultants consisting of 3 partners and 50 professionals in an effort to evaluate the plan for revenue growth, cost reduction, and technology management.
- Provided support for the Star Alliance efforts for creating alternative global distribution strategy. Global alliance consisted of United Airlines, Lufthansa, Air Canada, Singapore, Asiana, and South African Airlines
- Managed a team of 8 consultants, providing technology analysis and strategic support for merger to pre-approval “clean team” of Travelport and Worldspan executives. Included the development of a go-to-market sales/product strategy, technology strategy, technical product evaluations, technical operations consolidation plans, and cost reduction.
- Directed a series of technology due diligence engagements for private equity and venture capital firms in NYC. Evaluated financial services and travel industry investments (\$1-5B) to both buy and don’t buy recommendations.

UNITED AIRLINES, CHICAGO, IL

2002-2005

*A major airline company with global operations.*

### MANAGING DIRECTOR, STRATEGIC SOURCING

**From 2003**

### VICE PRESIDENT / CHIEF TECHNOLOGY OFFICER, UAL LOYALTY SERVICES

Technology leader of pre-bankruptcy UAL Loyalty Services, Inc. group which was gathered for the spin-out of Mileage Plus program and United.com. Oversaw 90 software developers, project managers, and architects. Led strategic sourcing through the bankruptcy process for over 300 executory contracts in Global Distribution Systems, Central Reservation Systems, Loyalty Programs, and Advertising Services.

- Identified, negotiated, and led the program management committee of a vendor funded replacement (\$280M program budget) for the aging technology powering United.com. Architected rebuild of United.com onto an ITA software, Datalex Software, and Travelport Software based platform. Delivered the most functional, cost-efficient, web based airline travel platform of its time.

## BRUCE WEINER

- Given an award by management for saving the company \$350M in annual technology cost without any service/quality impact while having zero vendor changes through the renegotiation of executory contracts.
- Managed the Global Distribution System (GDS) management and alternatives initiative, which was the single largest spending area in the organization with \$380M for GDS fees. Efforts included the negotiation of a five year full content agreement.
- Served as CTO for United.com and Mileage Plus. Managed over 25 on time and on budget major enhancement projects for sales and loyalty program technology. Supported over 40 individual systems with no known successful cyber intrusions.

SYNETRO GROUP, CHICAGO, IL

2000-2002

### PRINCIPAL AND CHIEF TECHNOLOGY OFFICER

Served as launch Chief Technology Officer for a series of Synetro investments including Moonrings Travel and InsuranceNoodle.com. Also served as a management consultant to UAL Loyalty Services on technology issues (Mileage Plus, United.com (Loyalty and Credit Card), and MyPoints.com).

BRIERLEY & PARTNERS, DALLAS, TX

1998-1999

### CHIEF TECHNOLOGY OFFICER

Senior technology leader for Loyalty Marketing Agency supporting clients such as United Airlines Mileage Plus, Hertz #1 Gold, Hilton Honors, Blockbuster Rewards, and the launch of an internet loyalty startup, eRewards.com. Oversaw cruise and seniors travel programs as travel agency manager.

FIRST MANHATTAN CONSULTING GROUP, NEW YORK, NY

1994-1998

### PRINCIPAL

Management Consultant serving financial services customers on issues like: loyalty program development, technology development, infrastructure, credit card and banking technology, and customer contact center technology.

AMERICAN EXPRESS, NEW YORK, NY

1991-1994

### VICE PRESIDENT, TECHNOLOGY

From 1993

### DIRECTOR, MARKETING

Technology and product development leader for Travel Management Services, Loyalty and Travel Programs. Small Business Services (Credit Cards and Banking Services).

BOOZ ALLEN & HAMILTON, NEW YORK, NY

1988-1990

### ANALYST

Management consultant focused on technology software development and technology management for financial services, loyalty, and travel clients.

## CERTIFICATIONS | MEMBERSHIPS | LICENSES

1. **ACM** (Association for Computing Machinery) since 2018
2. **IEEE** (Institution of Electrical and Electronics Engineers) since 2018
3. Certified Scrum Product Owner, **Scrum Alliance**, since 2015
4. Commercial, Instrument Rated **Pilot**; Certified Advanced Ground **Instructor** since 1988

## SPEAKING ENGAGEMENTS

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1. Central Banking Forum, U.S. Monetary Policy Implementation, Federal Reserve Bank of NY, 2017, **TRADING TECHNOLOGY IN US MONETARY POLICY**
2. Central Banking Forum, U.S. Monetary Policy Implementation, Federal Reserve Bank of NY, 2016, **TRADING TECHNOLOGY IN US MONETARY POLICY**
3. Travdex, Berlin, March 9-10, 2006 ITB Convention Market Trends & Innovations **LET'S GET LARGE: MORE GROWTH IN STORE FOR ONLINE TRAVEL**

## 1994-2005 Conferences

4. EDS Leadership Forum
5. Executives Club of Chicago Conference
6. Bank Marketing Association Conference
7. Direct Marketing Day NY (DMDNY)
8. Bank Administration Institute Conference
9. Bank Marketing Association Conference
10. Institute of International Research Conference

## PUBLICATIONS

1. **Report on Trends in Global Distribution Systems**, Filed with Merger Documentation to US Department of Justice and European Union (2006)
2. **Listening to Customers Via New Research techniques is Key to Becoming a Marketing Driven Bank**, American Banker's Financial Services Marketing, Spring 1998
3. **Tailoring A Custom Fit: New Ideas Tailor-Made For Our Cardmembers**, Citibank Today, Fall 1997

## PATENT

**Methods and apparatus for selecting an insurance carrier for an online insurance policy purchase.**

Issued May 15, 2006 Patent 7,203,734