

MARC J. GREENBERG

Digital Transformation Executive | AI Advisory Leader | Practice Builder

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PROFESSIONAL SUMMARY

Technology executive with 35 years leading enterprise technology from vision to execution, including 14 years as Chief Software Architect of a \$30M ARR integration platform and four years running client-facing AI and digital transformation engagements. Owns the full delivery lifecycle (analyze, design, build, test, deploy) and the C-suite conversation that precedes it: advising CIOs, CDOs and CXOs on technology strategy, operating model redesign and AI readiness. Developed proprietary frameworks that quantify how AI changes transformation economics: same invoice, same team, dramatically improved margin. Hands-on practitioner who builds production AI systems daily and translates fragmented technology ambitions into staged, measurable roadmaps that clients fund and adopt. Track record spans enterprise architecture at scale (82-person team), data integration product design, restaurant and hospitality technology, and cloud-native infrastructure. US Patent holder in enterprise application integration. The executive who brings evidence, not enthusiasm.

AREAS OF EXPERTISE

- Digital transformation strategy and delivery
- C-suite advisory (CIO, CDO, CXO)
- Agentic workflow design and orchestration
- Enterprise integration architecture (patent-holder)
- Business development and practice growth
- Team development and mentorship
- Practice economics and ROI frameworks
- AI readiness assessment and governance
- Operating model and process transformation
- Data strategy, governance and quality
- Change enablement and adoption
- Executive presence and board communication

PROFESSIONAL EXPERIENCE

Braintrailz / Codemarc Consulting

Director of AI Advisory | Fractional CTO

Jan 2021 - Present

Delray Beach, FL

Client-facing AI advisory practice serving organizations across hospitality, logistics, PropTech, and enterprise software. Engagements span AI readiness, process transformation, agentic workflow design, and implementation governance.

- Led transformation engagements through the full lifecycle (analyze, design, build, test, deploy): decomposed scope into staged roadmaps and work packages, then directed delivery across client, consultancy and vendor teams.
- Designed proprietary frameworks that quantify how AI changes advisory firm economics on both the firm and client sides: margin improvement, close cycle compression, audit prep acceleration, and board-question speed as measurable outcomes.
- Pioneered agentic AI development practice: directing autonomous AI agents to deliver production systems at 10x velocity; applied across client engagements to compress implementation timelines and demonstrate ROI before major investment.
- Advised C-suite executives on data governance, infrastructure readiness, and AI-native workflow design; translated technical options into executive-level build/buy/integrate recommendations.
- Built the practice through direct business development: networked, scoped, priced and closed every engagement; delivered cloud migration strategies, architecture modernization roadmaps, and containerized infrastructure designs for mid-market clients.

Beyond Limited Thinking, LLC (BLT Core)

May 2025 - Present

*Co-Founder (Seed-Stage, Advisory Role)**Remote*

Seed-stage co-founder of an AI-native, payments-neutral POS infrastructure platform for the restaurant channel. Advisory role with no functional overlap with advisory firm client engagements; prepared to formalize a carve-out in writing upon offer. Full commercial release: August 2026.

- ❑ Architected the full BLT Core stack: payments adapter layer across DataCap, Stripe, and Square; device gateway; AI-native operator workflows; white-label partner surfaces; sub-2-minute shift reconciliation engine.
- ❑ Designed ISO channel economics: \$3,750 setup + \$129/mo SaaS per location; one ISO partnership = \$264.9K Year 1 revenue at 50 locations.

Intelligent Audit

Feb 2023 - Apr 2024

*Chief of Staff, Office of the CTO**Remote, NJ*

Strategic advisor to the CTO at a supply chain analytics firm specializing in freight audit, parcel management, and business intelligence.

- ❑ Designed and implemented observability practice (Datadog); authored the '10 Critical Processes' monitoring roadmap, directly reducing customer churn.
- ❑ Directed technology modernization strategy: led DevOps transformation, adopted modern architecture principles, established data agility and integrity practices.
- ❑ Ran the AWS MAP Access program to define and fund the move to a hybrid cloud environment.
- ❑ Core leadership team member driving EOS implementation, values development, and 3-5 year strategic planning.

PAR Technology Corp.

Mar 2022 - Dec 2022

*Chief of Staff, Office of the CTO**Remote, NY*

Advisory role to the CTO at the leading global SaaS provider for the restaurant and retail industries (NYSE: PAR). Role eliminated in company reorganization.

- ❑ Acted as de facto CTO on new projects: owned key architectural decisions, drove non-functional requirements, led vendor evaluations, and delivered proof-of-concept prototypes.
- ❑ Designed the 2025 Unified Commerce NorthStar architecture, defining what to build, buy, and integrate across quarterly and annual horizons.
- ❑ Established governance guardrails for technology selection and architectural design across multiple product lines.

iWay Software, Inc.

Sep 2001 - Nov 2015

*Chief Software Architect**New York, NY*

Designed enterprise architecture and product strategy for all integration offerings (\$30M ARR) at a leading data integration software company. Built and managed a team of 82 developers.

- ❑ Architected iWay Service Manager, the flagship Data Integration ESB platform: protocol-independent, adapter-based, deployed across enterprise clients globally.
- ❑ Built data integration products for data quality, governance, and complex event processing; created iWay Sentinel (application lifecycle monitoring) and iWay Enable (complex event processing engine).
- ❑ Designed a protocol-independent communications API deployed across all client/server platforms, foundational to US Patent US7421709B2.
- ❑ As IBI VP of Development: managed 82 developers across multiple product lines; led cloud, web services, and adapter product strategies.

EARLIER CAREER

VP of Development - Information Builders, Inc., NY (1989-2001)
Senior VP Software Development - Crossborder Exchange, NY (2000)
Technical Manager - IBM Corporation, Glendale Labs, Endicott, NY (1987-1989)

EDUCATION

Bachelor of Science, Computer Science - Syracuse University, College of Engineering and Computer Science

PATENTS

US Patent No. US7421709B2 - Universal Adapter Framework / Service Manager (Enterprise Application Integration)
US Patent No. 20050149941 - Framework for Adapter Used in Enterprise Application Integration

THOUGHT LEADERSHIP

Active writer on AI strategy, advisory practice, and engineering leadership at blog.codemarc.net.
Curator of the backpack at braintrailz.com/backpack

- ❑ "Ship the Engine" – A 1985 Steve Jobs Dream fulfilled in a Weekend Proved My Business Thesis (Jul 2026)
- ❑ "The Director of Agent Orchestration" - How software leadership has evolved from writing code to directing autonomous AI agents (Feb 2026)
- ❑ "The Rise of First Principles Leadership" - Founder-style decision-making in the age of AI (Sep 2024)
- ❑ "35 Years of Code, Connection, and Change" - A career spanning IBM to AI-assisted development (Nov 2024)

SELECTED CAPABILITIES

AI Advisory	Agent orchestration, agentic workflows, Claude/MCP ecosystem, AI readiness assessment, process identification and transformation, governance frameworks
Architecture	Enterprise integration (ESB, adapters, CEP), microservices, event-driven design, data governance, cloud-native (AWS, Azure, GCP)
Client Delivery	Full-lifecycle delivery (analyze, design, build, test, deploy), implementation roadmaps, work package decomposition and handoff, Agile delivery (Scrum, Jira, Confluence), economics modeling, executive presentations