



Michael Entner-Gómez, MSIT

C-Suite Technology Strategist | \$4.5B+ Executive Sales Leader | Intelligent Transportation Innovator & Analyst | Mobility Solutions Expert | Educator, Writer & Speaker | Farmer & Practical Environmentalist

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Executive Summary

I am an executive-level technologist with a specialization in strategic planning, product monetization, and solution architecture. I have vast experience in leading global sales and solutioning teams, and possess deep industry expertise across energy, telecommunications, and transportation sectors. My proficiency in designing and implementing innovative enterprise architectures and solution patterns supports the ability to deliver sustainable and scalable solutions for customers. As a dynamic leader, I foster talent cultivation within teams, delivering force multiplication, optimum resourcing, and high retention levels.

Key Competencies

- Executive Leadership & Strategy
- Product Monetization & Innovation
- Solutions Architecture (Zachman & TOGAF Frameworks)
- AI & Data-Driven Optimization
- Strategic Partnership Development
- Go-to-Market (GTM) Strategy Execution
- Revenue Growth & Acceleration
- Cross-Functional Team Leadership

Positions Held

Chief Technology and Transformation Officer (CTO and DTO)

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

In my role at Entner Consulting Group-ENTELTRAN Systems, my primary responsibilities involve delivering C-suite level consulting services across various domains, including digital transformation, emerging technology adoption and acquisition, M&A advisory, sales and marketing strategies, revenue acceleration, and product development.

Simultaneously, I've also been leading the development of specific and specialized business and technology accelerators. These are designed as holistic solutions—both hardware and software—provided to public and private sectors with a focus on the energy, telecommunications, and transportation capabilities.

Engagement Highlights:

Global Telecommunications Strategy: I defined the go-to-market (GTM) strategy for a global South Korean telecommunications equipment provider looking to penetrate the 5G market. This involved comprehensive market segmentation and targeting, partnership development, product definition, pricing guidance, and identifying optimal vertical entry points.

Emerging Tech Investment: Collaborated with a leading American bank to develop a quantitative scoring model that facilitated the identification and selection of prospective emerging technology companies for investment and/or acquisition. I spearheaded internal activities to adopt relevant technologies, leading to furtherance of the desired business outcomes.

Healthcare Technology Innovation: Developed several new product and service offerings for a leading healthcare provider in the nation. This was achieved by leveraging multiple

emerging technologies such as blockchain, telemedicine, remote sensing, IoT, AI, and edge computing.

Automotive Startup Strategy: Provided consultancy to a high-profile startup in the automotive space. This included defining their GTM strategy, establishing successful sales methodologies and practices, and structuring highly functional sales teams with minimal key personnel.

At ECG-ENTELTRAN, I've been able to consistently offer a unique blend of technological prowess and strategic acumen which drives measurable business outcomes for my clients, leading to significant revenue opportunities.

Director of Digital Strategy and Transformation Services

MTX Group | Orlando, Florida | Nov 2022 - Apr 2023

In my role at MTX Group, I spearheaded the development of a digital strategy and transformation team. This team's primary focus was consulting across public sector and commercial verticals to unearth and drive high-value digital opportunities for our customers.

Our role was dynamic and customer-centric, and our strategies were tailored to each client's unique needs. As such, we structured highly-targeted offerings around various key sectors. These included energy management systems, intelligent transportation, and humanitarian relief.

These sector-specific offerings were designed with precision, incorporating the latest digital strategies to maximize impact and ROI for our clients. By focusing on these sectors, we were able to leverage industry-specific knowledge and digital transformation tactics to deliver optimized solutions.

The success of our team lay in our ability to understand our clients' needs deeply and respond with innovative, effective digital strategies. Our approach was characterized by a combination of strategic insight, technical expertise, and a commitment to delivering high-value solutions that drive significant business results.

This role allowed me to leverage and further develop my skills in strategic planning, team leadership, and digital transformation, setting a strong foundation for future leadership roles in the digital strategy and transformation sphere.

Global DTO, Automotive & Mobility | C-Suite Sales Executive

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

In this role, I leveraged my expertise in digital transformation to drive client-centric initiatives, which resulted in unique business outcomes and opened new avenues for revenue capture. My approach was characterized by extensive research, development, and monetization of industry-specific products and solutions. These efforts created compelling and highly differentiated value propositions for our customers.

One of my significant achievements was the establishment of global go-to-market (GTM) strategies for the automotive and mobility verticals. This strategic initiative resulted in the largest historical deal value on record for Wind River, valued at over \$250 million, and consequently led to the sale of the company.

I led a cross-functional global team composed of solution architects, sales executives, financial professionals, and marketing specialists. Our collaborative efforts were focused on new product development and the pursuit of complex deals, each valued at \$10 million or more.

To ensure our sales force was well-equipped, I provided formal training and one-on-one coaching to establish a highly focused, outcomes-based sales model. This approach emphasized clear communication of return on investment (ROI) to prospective clients, which substantially minimized deal cycle lengths.

In addition, I pursued and delivered thought leadership activities that established Wind River as a dominant player in the Software Defined Vehicle (SDV) and Intelligent Edge (IE) domains, leading to the acquisition of Wind River by Aptiv for \$3.5B in December of 2022.

Lastly, identifying and establishing global partnership opportunities was a critical part of my role. These partnerships accelerated our revenue growth by delivering products and solutions at scale through strategic distribution channels.

Executive Director, Digital Strategy and Transformation, Executive Sales

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

In my role as Executive Director at Verizon, I led a transformative journey that expanded the company's digital strategy and fostered a holistic, consultative approach to selling products and services. As a founding member of the Executive Consulting Partner (ECP) program, my vision encompassed all business units, including wireless, wireline, security, and specialty solutions.

My leadership extended to managing executive-level teams across diverse verticals, such as energy/utilities, industrial, automotive, financial/insurance, hospitality, medical, and retail. I guided these teams in pursuing global deals exceeding \$100M in total contract value, ensuring strategic alignment and robust execution.

In guiding multinational corporations on digital transformation opportunities, I delivered solution architecture and strategy guidance to support new or enhanced revenue streams. My expertise played a crucial role in structuring and managing Verizon ecosystem partnerships, enhancing our fully-integrated solution offerings, and creating new top-line revenue opportunities.

A significant part of my role was the development of unique product and service offerings. I leveraged market research and financial modeling to inform the go-to-market planning, product execution, sales strategy definition, and channel development.

Lastly, my responsibilities extended to managing consulting teams across multiple industry verticals, supporting engagements in cloud, wireless, edge, UCCaS, M2M/IoT, SDN, and cybersecurity.

Senior Managing Consultant, CIO Advisory Practice

PwC | Orlando, Florida | Jul 2012 - Jul 2013

At PwC, I embraced the role of a Senior Managing Consultant in the CIO Advisory Practice, offering my expertise in strategy, architecture, and implementation services to C-Suite executives. My clientele spanned diverse industry verticals, including financial, insurance, life sciences, and hospitality.

I led dynamic teams towards the successful delivery of multi-phase management and technical consulting engagements. Through strategic planning and efficient execution, we consistently delivered high-quality outcomes that met our clients' diverse needs.

Part of my role was to structure and sell practice engagements, aiming towards an annual target of \$10M. The areas of consulting services I delivered were broad and versatile,

covering End User Computing (EUC) architecture, security breach remediation and risk mitigation, systems virtualization and Cloud computing, digital transformation, and Enterprise Architecture (EA) framework implementation (Zachman and TOGAF). This holistic approach enabled our clients to navigate their digital transformation journeys effectively, secure their systems, and drive business growth.

Lead Enterprise Architect, End User Computing Practice

Cognizant | Orlando, Florida | Dec 2010 - Mar 2012

In my tenure as the Lead Enterprise Architect for Cognizant's End User Computing (EUC) practice, my primary responsibility was to create secure and efficient application delivery infrastructures. I played a key role in devising comprehensive EUC strategies, leveraging technologies from industry-leading providers such as Citrix, VMWare, and Microsoft.

By successfully integrating these advanced technologies, I was able to ensure a seamless user experience and improved operational efficiency. This pivotal role enabled me to drive digital innovation and transformation across multiple business domains, contributing significantly to our clients' success in their respective markets.

CTO | Deputy CIO, Lamar University, Texas State University System (TSUS)

Ellucian (formerly Sungard Higher Education) | Beaumont, Texas | Jan 2008 - Oct 2010

In my role as the Chief Technology Officer and Deputy Chief Information Officer at Lamar University, I took the helm of setting the overall technical direction to align with and support the university's organizational objectives. I also played a crucial role in driving Texas State University System (TSUS) initiatives at a macro level.

A key accomplishment during my tenure was transforming Lamar University's legacy IT environment into a robust, hybrid cloud system with high availability and virtualized, multi-site systems. This transformation marked a significant step towards digitalization and enhanced the university's technological capabilities.

In addition to implementing these technological advancements, I also established Project Management Office (PMO) and Security Operations Center (SOC) functions. These functions played an integral part in ensuring smooth project execution and maintaining a secure IT environment.

Working in alignment with the CIO, I managed the day-to-day technical operations of Lamar University, overseeing people, processes, and technologies. This position provided me with a broad view of the IT landscape and allowed me to make informed decisions that positively impacted the university's operational efficiency and overall strategic objectives.

Lead Enterprise Architect | Office of the CIO

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

In my capacity as Lead Enterprise Architect at Houghton Mifflin Harcourt, I served directly in the Office of the Chief Information Officer (CIO). My primary responsibility was to implement and manage an enterprise-wide Zachman framework. This framework was instrumental in organizing architectural artifacts across the enterprise, including designs, specifications, and models, ensuring a comprehensive and easily accessible body of information.

I was also tasked with developing and executing fully articulated enterprise architectures. These architectures were specifically designed to support the global business requirements of Houghton Mifflin Harcourt in various domains such as Digital Asset Management, Document Management Systems, and Supply Chain Management. The result was a more cohesive and effective IT infrastructure that significantly improved the company's

operational capabilities.

In addition to these roles, I was responsible for identifying innovative technologies that could further enhance the company's IT infrastructure. To assess their potential, I led teams in Proof of Concept (PoC) build-outs, which allowed us to validate solution functionality and ascertain their suitability for purpose. This approach not only helped to minimize risks but also ensured that the solutions we implemented were fully aligned with the company's needs and objectives.

Enterprise Systems Architect

IAC (formerly Precision Response Corporation) | Miami, Florida | Nov 2005 - Nov 2006

During my tenure as an Enterprise Systems Architect at IAC, I was responsible for closely collaborating with various IAC business units. My main objective was to understand their specific business requirements, map these requirements to existing capabilities, and document any new system needs. This approach was fundamental in ensuring that IT systems and solutions were tailored to the unique needs and objectives of each business unit.

In addition to this, I also took the lead in architecting and implementing globally consumed enterprise solutions. These solutions were designed using a range of technologies from leading providers such as Cisco, Citrix, Microsoft, Red Hat, and VMWare. The resulting systems provided robust and scalable solutions that effectively supported the diverse operations of IAC across its global locations.

Overall, my role at IAC was characterized by a strong focus on both strategic planning and practical implementation. This dual focus ensured that the IT solutions I developed were not only technically sound but also aligned with the company's broader business objectives.

Mobility Solutions Architect

Software Resources (for Orange County Florida Government) | Orlando, Florida Area | Jan 2003 - Nov 2005

In my role as a Mobility Solutions Architect for Orange County Florida Government, via Software Resources, I was entrusted with the establishment of the Office of Mobility. This responsibility entailed architecting innovative application delivery strategies, specifically tailored for end-user computing (EUC) scenarios characterized by low bandwidth, high latency, and shared transport.

One of my critical assignments involved managing the end-to-end Request for Proposal (RFP) process. This task was aimed at delivering cellular-based data connectivity to Orange County and other regional government entities. Part of this process included defining the weighted testing criteria that served as a standard measure for potential service providers.

Moreover, I also took on the role of a negotiator, handling final contractual services. The combination of technical expertise and negotiation skills ensured that the solutions selected were not only technically sound but also cost-effective and strategically beneficial for Orange County.

In essence, my tenure at Orange County Florida Government was marked by the initiation of novel mobility solutions, strategic vendor negotiations, and the successful implementation of advanced application delivery strategies.

Citrix Enterprise Architect | Latin America and Caribbean

Citrix | Miami, Florida | Sep 2001 - Sep 2002

As a Citrix Enterprise Architect responsible for the Latin America and Caribbean regions, my core responsibility was to deliver full lifecycle consulting services. This role involved building a strong market presence, identifying opportunities, and developing new revenue streams for Citrix in these regions.

One of my critical contributions was the design and establishment of Citrix labs. These labs played a pivotal role in validating new product or service offerings, ensuring their market readiness, and high operational efficiency. Additionally, the labs were instrumental in recreating customer configurations for effective problem resolution.

In essence, this role required a combination of strategic thinking, in-depth technical expertise, and a keen understanding of the regional market dynamics. My efforts significantly contributed to Citrix's growth and market penetration in the Latin America and Caribbean regions.

10 additional years of progressive industry experience available upon request.

<p>Skills and Expertise</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Leadership in Technology and Digital Transformation <input type="checkbox"/> Strategic Go-to-Market Planning and Execution <input type="checkbox"/> End-to-End Product Development and Innovation <input type="checkbox"/> Emerging Tech Trend Analysis and Forecasting <input type="checkbox"/> Remote Workforce and Digital Workspace Architecture <input type="checkbox"/> Knowledge Management and Intellectual Capital Capture <input type="checkbox"/> Business Process Analysis and Requirements Engineering <input type="checkbox"/> Design and Implementation of Training and Development Programs <input type="checkbox"/> Salesforce Ecosystem Enablement and Optimization <input type="checkbox"/> Demand Generation through Digital Marketing <input type="checkbox"/> Agile Project and Program Management <input type="checkbox"/> Strategic Tech Portfolio Management and Investment <input type="checkbox"/> Social Media Marketing and Search Engine Optimization <input type="checkbox"/> Ideation and Design Thinking for Product Innovation <input type="checkbox"/> Development of Strategic Partner Ecosystems 	<ul style="list-style-type: none"> <input type="checkbox"/> Internet of Things (IoT) Design and Deployment <input type="checkbox"/> Comprehensive Enterprise and Solutions Architecture <input type="checkbox"/> Cybersecurity and Threat Mitigation Strategy <input type="checkbox"/> Implementation of Advanced 5G Wireless Technologies <input type="checkbox"/> Robotic Process Automation (RPA) and AI-driven Process Optimization <input type="checkbox"/> Agile and Scrum Program Management <input type="checkbox"/> Data Aggregation and Insightful Dashboarding <input type="checkbox"/> Spanish Language Proficiency and Translation <input type="checkbox"/> Citrix Systems Design and Implementation <input type="checkbox"/> Customer Experience (CX) and User Experience (UX) Design Principles <input type="checkbox"/> DevSecOps Planning and Secure Deployment <input type="checkbox"/> Cloud-Native Architecture and Design <input type="checkbox"/> Pioneering Edge Computing Solutions <input type="checkbox"/> Digital Transformation Consulting and Advisory <input type="checkbox"/> Cross-Vertical Business Strategy and Monetization <input type="checkbox"/> Emerging Technology Adoption and Integration
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<p>Education</p>	<p>Master's Degree in Information Technology</p>
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	<p>Specialization: Software Engineering and Knowledge Management Barry University, 2007 - 2008</p> <p>Pastoral Theology Studies/Counseling Saint Joseph's College, 2013 - 2015</p> <p>Bachelor's Degree in Information Technology Specialization: Enterprise Infrastructure Architecture Barry University, 2003 - 2007</p>
<p>Personal Interests</p>	<p>Restoring Vintage Transportation: Harnessing my deep understanding of complex systems and mechanical proficiency to bring classic cars and motorbikes back to life.</p> <p>Sustainable Agriculture: Exploring innovative and eco-friendly farming practices that align with my passion for green technologies and sustainable solutions.</p> <p>Alternative Housing: Experimenting with unconventional and sustainable living spaces, reflecting an interest in innovative design and efficient use of resources.</p> <p>Competitive Esports: Engaging in the dynamic world of competitive gaming, a testament to strategic thinking, teamwork, and the digital landscape.</p> <p>Graphic Design & Fine Art: Merging technology and creativity through graphic design while appreciating the meticulousness of fine art, aligning with my love for innovative design and keen attention to detail.</p>