

Duane A Murray

Beaverton, Oregon, United States

Social: [linkedin.com/in/duanemurray](https://www.linkedin.com/in/duanemurray)

Portfolio: duane.runbiz.com

Executive Summary

- 30 years of professional Business Management, Information Technology, and Information Systems experience including managerial team leadership and technical hands-on roles.
- Comprehensive understanding of business systems including web technologies, database systems, operating systems, software development, desktop applications, telephone systems, and computer networking from multiple perspectives: administration, management, customer, and end user.
- Broad knowledge and experience in matching appropriate technologies, designs, and systems with organizational needs, capabilities and resources.
- Able to effectively communicate with all levels of management, team members, end users, vendors and customers.
- Detail oriented, strong analytical skills, organized, adept at learning new business models, new technologies, and dedicated to providing superior quality teamwork.

Experience

2018 - 2023

Portland State University, Portland, OR

Engineering and Technology Management

Took time away from career for professional development and furthering education. Earned my Bachelors of Science in Economics from the College of Urban and Public Affairs, and Masters of Science in Engineering and Technology Management from the Maseeh College of Engineering and Computer Science at Portland State University.

Focus areas:

- Data Mining (SQL)
- Data Warehousing
- Extract, Transform, Load (ETL, Excel, CSV, DB)
- Machine Learning (AI/ML)

- Data Envelopment Analysis (DEA)
- Hierarchical Decision Modeling (HDM)
- Data Visualization (Tableau, matplotlib, lessR, ggplot2, Visio)
- Software Development (Python, R, PHP)
- Source Code Control (Git, GitHub)
- Integrated Development Environments (Visual Studio Code, RStudio, MySQL Workbench)
- Operations Research using Linear Programming (LP) and Optimization Models
- Project Management (PM, Agile, Waterfall)
- Engineering Economics
- Institutional Economics
- Statistics
- Technology Marketing
- Communication and Team Building

2008 - 2017

Seismic Music, Albany, OR

Owner / Director, E-Commerce & Web Applications

Founding partner of Seismic Music, a rebrand and expansion from Get It All.Net (2002-2008). Grew an initial inventory investment of \$50 into \$300,000 in annual gross sales, performing a year over year growth rate of 20%.

- Provided IT Management, IT Strategy, and Management Information System (MIS) functions for a cloud computing data center system providing web services with an up-time record of over 99%.
- Ranked in the top 25% of all Amazon sellers for the 2012 holiday season.
- Performed data analysis for Internet marketing efforts utilizing Internet marketplaces, search engines, directories, press releases, banner ads, affiliate programs, and social media.
- Managed Customer Relationship Management (CRM) system including workflows, forms, custom queries, data management, and campaigns.
- Designed, implemented, and performed project management for multiple multifaceted dynamic web applications consisting of eCommerce, community portal, search engine optimization (SEO), and disaster recovery elements.
- Performed search engine keyword optimization and analytics reporting to enhance non-cost organic website traffic.
- Integrated open source software applications with application programming interfaces using SQL (MySQL), HTML, JavaScript, CSS, AJAX, and PHP to automate the importation of product sales and supplier inventory systems.

- Provided business vendor management, procurement, process improvement, budgets, financial reporting, and sales forecasts.
- Created business process and procedures documentation for system end users including flow charts & data tables using Microsoft Word, Visio, Excel, and Adobe Acrobat.
- Performed on-going troubleshooting, problem solving and business analysis for business process improvement to optimize marketing, sales and order fulfillment.
- Sourced product suppliers and manufacturers.
- Member of National Association of Music Merchants (NAMM)

2002 - 2008

Get It All.Net, Corvallis, OR

Owner / Director, Information Technology & Web Development

Founded Get It All.Net, an online music instruction company with digital lessons and reference materials for guitar and bass players. Developed a custom portal to showcase independent artists using API integrations and manual content creation. Expanded the company to offer physical music products, leading to its integration and rebranding as Seismic Music in 2008.

- Authored seven (7) guitar and bass instruction books with ISBN registration, currently marketed and published by Lulu Press Inc.
- Established opt-in email subscription lists for music instruction tips, current music news events, and product promotions.
- Utilized SQL, HTML, JavaScript, CSS, AJAX, and PHP to integrate open source software applications via APIs for automating sales record importation into Intuit Quickbooks.
- Managed the design, implementation, and project management of diverse web applications including eCommerce, community portals, and disaster recovery features.
- Conducted search engine keyword optimization and analytics reporting to boost organic website traffic.
- Developed business process and procedures documentation for end users, utilizing Microsoft Word, Visio, Excel, and Adobe Acrobat for flow charts and data tables.

2000 - 2002

Credence Systems Corporation, Hillsboro, OR

Manager, Enterprise Applications

Provided managerial and technical leadership to a team of ten information technology professionals consisting of systems architects and database administrators supporting Information Security for an SAP Enterprise Resource Planning (ERP) system using a data center comprising multiple heterogeneous operating systems and SQL database systems.

- Maintained a system uptime record of over 99%.
- Managed a two million dollar annual budget.
- Sourced and implemented a remote system monitoring and metric reporting system for network database servers to provide an accurate assessment of system capacity and performance. In addition, this system provided early warning detection for potential system issues, helping to prevent costly reduction in business productivity.
- Provided analysis, design, and project management for enterprise server enhancements and upgrades, which resulted in an increase to the systems overall performance, storage capacity, and user satisfaction.
- Established a network test lab to use for potentially destructive operating systems, and application changes, upgrades, and patches. This significantly reduced downtime due to system errors on all business production systems when new business requirements, and critical system patches were implemented.

1994 - 2000

Network Computing Devices, Inc., Beaverton, OR

Manager, Information Technology & Systems

Created and managed a team of eight information technology professionals located in Oregon and California. The team included network administration, systems administration, security, and web development staff supporting a telecommunications, UNIX, Linux, and Microsoft windows server datacenter.

- Performed requirements analysis, design, implementation, and internationalization of an Oracle based corporate Customer Information System (CIS) used to augment the Sales, Marketing, Technical Support, and Engineering departments in the United States, France, Germany, and Australia.
- Received an annual review rating of "Exceeds Expectations" five years in a row.
- Maintained a system uptime record of over 99%.
- Prepared and managed a one million dollar annual budget.

- Managed a heterogeneous environment consisting of servers, clients, and desktops. Included management of Network Security, DNS, Active Directory, NFS, sendmail (SMTP), and VPN services.
- Recommended, designed, upgraded, expanded, and implemented enhancements to the corporate local and wide-area networks.
- Maintained quality assurance test lab systems and infrastructure.

1991 - 1994

eMachines, Inc., Beaverton, OR

Systems Administrator

- Managed and maintained heterogeneous desktop and server systems.
- Managed and maintained computer network operations and enhancements.
- Administered telephone and related communications equipment including automated attendant operations, voicemail, and fax on demand systems.

1990 - 1991

Oregon State University, Corvallis, OR

Software Engineer

Designed, engineered, and implemented a statistical analysis database application for the Port of Portland to aid in defining an optimized method of placing piles and bents for future dock construction at the port.

Education

2020 - 2023

M.S. Engineering and Technology Management

Portland State University, Portland, OR

The Maseeh College of Engineering and Computer Science, 4.0 GPA

2018 - 2020

B.S. Economics

Portland State University, Portland, OR

College of Urban and Public Affairs, 3.74 GPA

2010 - 2011

Visual Communications

Linn-Benton Community College, Albany, OR

School of Graphic Arts

1987 - 1991

Computer Science

Oregon State University, Corvallis, OR

School of Electrical Engineering and Computer Science

Honors and Awards

2022

Phi Kappa Phi Honor Society

Portland State University

4.0 Cumulative GPA

2019, Fall & Spring Terms

Presidents List - Outstanding Academic Achievement

Portland State University

4.0 GPA in both awarded terms.

2010

Honor Roll - Outstanding Academic Achievement

Linn-Benton Community College

4.0 GPA in the term awarded.

Patents

Feb. 22, 2011

United States Patent: US7895298

Publicly Accessible Delivery Confirmation System for Virtual Digital Download Items

Anti-Fraud Protection for Digital Products

Organizations

2022 - Present

IEEE Technology and Engineering Management Society

Encompasses the management sciences and practices required for defining, implementing, and managing engineering and technology. Specific topics of interest include, but are not limited to: technology policy development, assessment, and transfer; research; product design and development; manufacturing operations; innovation and entrepreneurship; program and project management; strategy; education and training; organizational development and human behavior; transitioning to management; and the socioeconomic impact of engineering and technology management.

2020 - Present

American Economic Association (AEA)

Once composed primarily of college and university professors in economics, the American Economic Association (AEA) now attracts 20,000+ members from academe, business, government, and consulting groups within diverse disciplines from multicultural backgrounds. All are professionals or graduate-level students dedicated to economics research and teaching.

2022

Phi Kappa Phi Honor Society

The Honor Society of Phi Kappa Phi is an honor society established in 1897 to recognize and encourage superior scholarship without restriction as to area of study and to promote the "unity and democracy of education." The Honor Society of Phi Kappa Phi is the nation's oldest and most selective all-discipline honor society. Standards for election are extremely high. Phi Kappa Phi's mission is "to recognize and promote academic excellence in all fields of higher education and to engage the community of scholars in service to others." In honoring "those persons of good character who have excelled in scholarship, in whatever field, it will stimulate others to strive for excellence."

2012 - 2017

National Association of Music Merchants (NAMM)

NAMM Membership is restricted to a select group of companies that meet the association's Membership criteria; in general, those companies that manufacture, distribute and/or retail musical instruments/products. Likewise, attendance at NAMM trade shows is restricted to "trade only" companies (not open to the public).

Freelance Work

2006 - 2010

Freelance Projects

While working with Get It All.Net and Seismic Music (2002-2017), I also performed freelance software development contract work on 16 projects with several clients. Received a 5 out of 5 star feedback rating with a 100% rating related to budget and completion time.

Publications

PDX Scholar

- Tourism Route Optimization for Portland, Oregon
- Initial Decision Framework for the Implementation of Virtual Teams
- HDM Model for Assessing the Readiness/Optimization of Restaurant Delivery Systems
- Working Paper No. 43, Towards a Veblenian Theory of Instincts

Educational Books

500 Guitar Licks, Riffs, and Chops, ISBN: 9780359856039

500 Guitar Arpeggio Licks, ISBN: 9780359853946

500 Rhythm Guitar Licks and Riffs, ISBN: 9780359856633

100 Blues Guitar Licks, ISBN: 9780359851386

500 Bass Guitar Licks, ISBN: 9780359851836

50 Bass Guitar Blues Licks, ISBN: 9780359843763

Bass Guitar Scales, Modes and Tunings, ISBN: 9780359854349

Volunteer Experience

1989-1990

Systems Administrator

Oregon State University, Corvallis, OR

Systems Administrator for OSU Computer Science Departments Tektronix UTeK UNIX systems. Administered SmallTalk , LISP, and C language libraries, user accounts, file system maintenance, compilation of operating system tools and daemons.

1988-1991

Systems Operator

Fall Quarters BBS, Corvallis, OR

Owned and operated a public free access computer dial-up bulletin board system (BBS) as a node for world-wide relay based messaging using FidoNet. In the 80's, before the Internet boom, this was a way to communicate in a "pen-pal" method on the computer in subjects from Computer Programming to entertainment such as Chess via email through local phone numbers (no long distance charges) to anyone in the world. U.S., Australia, and Great Britain were predominant in communicating thru FidoNet Dial up speeds supported: 300/1200/2400 baud. (<http://bbslist.textfiles.com/503/>)