Michael Duda

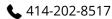📞 414-202-8517   ✉ duda@idata.com   📍 N85W15650 Ridge Road, Menomonee Falls, WI 53051
2777 Paradise Road, Las Vegas, NV 89109

Professional Profile

Professional leader who sets the bar in any position. Magnetic personality with a high-energy level and a thirst for success. Customers are the number one focus with 40k YouTube followers and 12k Instagram followers. MSOE graduate who brought the benefits of the internet to GE Medical at CT, Nuclear, and MR. Created and operated an internet company working with fortune 500 companies, sports licensed NCAA, NFL, NBA, MLB manufacturers, and prominent NFL players. Reached the top in the President's Club in car sales for 10 years given a passion for automobiles and expertise in technology.

Education

Bachelor of Science: Electrical Engineering Technology and Computer Specialty

Milwaukee School of Engineering, Wisconsin

Professional Experience

SALES AND FLOOR CLOSER | Russ Darrow Kia, Wauwatosa

January 2014 - Present
- #1 Car salesperson Darrow Group's 15 locations for 10 years straight, 2015 - 2024
- 2017 Darrow Record with 504 cars sold
- 2024 Kia Crystal Customer service award
- Customer CRM expert making more contact monthly than entire dealerships
- Developed a prototype of SQL based salesperson social media platform on the Azure Cloud

OWNER, LEAD SOFTWARE ENGINEER | Interactive Data, Idata.com, Menomonee Falls

November 1994 - December 2021
- Created an internet company transitioning from software engineering to ecommerce
- Generated millions of dollars in online transactions
- Managed server room, SQL, and millions in secure transactions ultimately to cloud
- Lead internet software engineer and content creator
- Lead search engine optimization engineer and Google Adwords for digital advertising
- Conducted live interviews with local news media
- Canon photographer at NFL games, Pro Bowl, and licensed action photos to Globe Photos

SOFTWARE ENGINEER | GE Medical, Waukesha

May 1998 - January 2006
- Lead architect for Proactive Diagnostics
- Lead architect for Remote Boot CT imaging
- Lead architect of Remote Service
- Webmaster for Medical Nuclear Engineering Service Intranet
- GE Modality Exposure: MR, CT, Nuclear, Ultrasound, Xray

Awards & Milestones

- Russ Darrow President's Club 2014 - 2024, Persuasive presentation and public speaking skills able to command an audience while articulating a meaningful message
- Kia Motors Sales Elite 2015 - 2024 - One of Kia top sales reps in United States
- Met with congress behind closed doors in Washington DC on financial collapse & Internet Neutrality
- Lead architect of Proactive Diagnostics for GE Medical across multiple modalities
- One of the first to create, own, and operate an internet company in Wisconsin
- The first to market and promote Green Bay Packers NFL players Brett Favre, Ahman Green, and Donald Driver on the Internet with autographed merchandise including protective holograms
- Created online athlete platforms, captured on-field NFL action photos, and sold autographed merchandise for specific athletes from the Atlanta Falcons, Baltimore Ravens, Cleveland Browns, Cincinnati Bengals, Denver Broncos, Detroit Lions, Houston Texans, Kansas City Chiefs, San Francisco 49rs, Miami Dolphins, Minnesota Vikings, New York Giants, Philadelphia Eagles, and New England Patriots
- Managed all aspects of a Green Bay Packers Super Bowl win at Idata; shipping merchandise to fans around the world
- Created international ecommerce mirroring for all of idata.com ecommerce sites
- Created web based dual inventory tracking systems for warehousing and accounting
- Developed REFLEX for Verifone credit card transaction terminals
- 3 Million mile traveler with American Airlines, TSA Pre, Global Entry

Computer Knowledge

Systems
- Merchant Services, Microsoft IIS Server, Apache, SGI Irix Unix, Sun Solaris Unix, SunOS Unix, SCO Unix, AT&T UNIX, Linux, CGI-Bin, SQL Databases, DOS/UNIX Communications, TCP/IP, PPP, Kermit, UUCP, X-Windows, DOS, Windows Server, Windows, MAC and Internet technologies

Languages & Software
- PHP, Perl, Perl DBI, Python, Java ODBC, SQL, C, C++, TCL/TK, Assembly, FORTRAN, Pascal, Curses, Zinc, C-Shell, Bourne Shell, Sun Forth, Java Script, Java, Macromedia Flash, Flash ActionScript, Adobe Dreamweaver, Adobe Photoshop, Adobe AI, Bootstrap, HTML, XML, CSS, and Paradox C engine

Artificial Intelligence & Automation Software
- Google AI Studio, Google Gemini, Google VEO 3.1, Zapier, ZohoFlow, Snov.io, Jeeva.ai

CRM & Related Software
- XRM, DriveCentric, Zoho, Hubspot, AutoMastermind, AutoAlert