



Adam Echouafni

6515 Kennedy Boulevard East #8G
West New York, NJ 07093 USA

E-mail: aechouafni@gmail.com

Website: aircharter.com, mv.ma, sip.ma

Phone: +971 (0)50 212 6672

+1 978 440 9661

SUMMARY

CHIEF TECHNOLOGY OFFICER

Extensive experience in R&D, Infrastructure Development, Web marketing and SEO. IT leader known for brand development, building of IT infrastructure and increasing revenues through market-based keywording and natural traffic. Broad-spectrum IT planning and budgeting. Data security and privacy oriented.

AREAS OF EXPERTISE

- IT Budget Development and Cost Control
- Product Research and Development
- Content Revision and Analysis
- Strategic Technology Planning
- Leadership and Supervision
- Sales oriented IT planning
- IT Infrastructure & Governance
- SEO & Social Marketing

WORK EXPERIENCE

ProjectKM

Mar 2015 — Present

Founder

New York, NY

Led development on an online brokerage platform that allows real-time pricing and availability for private jet charter needs.

Venture IP currently valued at over \$200,000 (*1)

Aircharter.com LLC

Jan 2012 — Mar 2015

Signing Partner/CTO

New York, NY

Recruited to jump-start brand development in the under-performing web traffic of this global private jet charter company. Led a team of 15 engineers and developers, managed the company's intellectual portfolio and developed new secure infrastructure and backend website and mobile app design.

Managed developers for backend brokerage software rewrite and upkeep, as well as graphic designers for website design and marketing campaigns.

Oversaw two major website redesigns in early 2012 and mid 2013.

Managed all content creation in accordance with best natural keywording.

Maintained social media accounts and engagement statistics.

Oversaw mobile app design and architecture.

Managed over 500 keywords, managing natural traffic which in turn led to a comparable \$24,500/month PPC (*1)

Marocventes/Voipmaroc

Nov 2010 — Jan 2012

CTO/Co-founder

Casablanca, Morocco

Hired to overhaul one of the first E-commerce companies in Morocco (Maroventes) and grew the company's sales and web presence. Later co-founded Voipmaroc, the first online based VOIP distributor in Morocco under the same management. (Held CTO roles in both companies simultaneously)

Marocventes:

Hired to help develop the growth of Morocco's first web portal for consumers. Led a team of 35 salespersons and website upkeep team to keep a 15,000+ product list up to date.

Oversaw major website rewrite as well as new focus in online & social marketing, leading to over 1,000,000 social engagement statistics within the first year.

Led a small team of (10) developers to develop a website CRM backend for in-house use.

Developed SOP for new recruits which led to a significant rise in monthly sales.

Voipmaroc:

Led initial research & development for the launching of Morocco's first major VOIP retailer.

Helped secure \$660,000 initial investment to officially launch Voipmaroc as its own company, later took CTO role.

Oversaw all sales, marketing, and support teams for over 18 months, until the company was self sufficient. (*2)

EARLY CAREER

Orbit Communication Corp Aug 2009 — Mar 2010 (Framingham, Massachusetts)

IT Administrator - Administration of multiple Linux based iPBXs, management of multiple clients. Installation of large scale phone systems and large scale Video-surveillance installations. Sales of electronics such as televisions, computers, IP telephony hardware, etc.

Marocsurete Jan 2009 — Aug 2009 (Rabat, Morocco)

Team Leader - Installation of professional Siren and warning light equipment for: 30 Honda Goldwing GL1800, 52 Assorted BMW and Mercedes Benz cars for the Gendarmerie Royal and other military/police vehicles. (*1)

Flighttime LLC Aug 2008 — Jan 2009 (San Rafael, California)

Charter Specialist- Phone sales - Private jet charter, worked closely with customers to find them the best possible private jet rental leads and prices.

Santexia Sep 2007 — Jun 2008 (Orange County, California)

VOIP/IT Administrator - Building and administration of multiple Linux based I-PBX phone systems, management of network traffic in accordance to best performance for VOIP telephony, installation of first time Voip install for the company, management and training for the users/admins.

DigitalSat Jun 2003 — Feb 2005 (Sudbury, Massachusetts)

Datacenter Administrator- Building and maintenance of 50 servers, network, and power for small sized office. (Owned and operated by father) Basic upkeep, used as a learning opportunity to learn advanced server management.

TECHNICAL QUALIFICATIONS	<p>OS: UNIX, Linux (centos, arch, debian, unbutu, openBSD, suse, blackfin, mint, fedora, slackware, gentoo), Windows, OS9/OSX</p> <p>Hosting Software: Cpanel, Plesk, IIS, Apache, Drupal, Wordpress...</p> <p>Hosting Hardware: Cisco, Juniper, Netgear, F5...</p> <p>Microsoft: NT, DOS, Win 3 - 10, Server 2001 - 2012, SQL, IIS, Exchange...</p> <p>Security Software: ASDM, SSG, Untangle, BigIP, Netscreen, Netware, ClearOs...</p> <p>Security Hardware: (*2)</p> <p>SEO tools: (*2)</p> <p>Others: (*2)</p>
EDUCATION & TRAINING	<p>Information systems, Boston College (1 year)</p> <p>Asterisk Certified by Digium</p> <p>Juniper certified Firewall / VPN</p> <p>The Indispensable CTO, Stanford Business School</p>
NOTABLE INFORMATION	<p>Built & managed web hosting servers at age 11.</p> <p>Organized private jet charters for notable fortune 500 CEOs (under Flightime & Aircharter.com LLC)</p> <p>Aircraft artwork featured on CNN for 2014 Brazil World Cup (under Aircharter.com LLC)</p> <p>Boosted sales figures 400% through strategic planning (Aircharter.com LLC) and 1100% (Voipmaroc & Marocventes)</p> <p>Responsible for a large portion of Libya's telecom infrastructure redesign (under Voipmaroc)</p>
INTERESTS	<p>Astrophysics / Quantum Physics</p> <p>General Computing & Gaming</p> <p>Motorcycles (Mechanics and riding)</p> <p>Social Psychology</p>
NOTES	<p>(*1) - Confidential information available, will require signature of a non-disclosure agreement.</p> <p>(*2) - Sensitive information available. Please contact for further information</p>