

GARY STARR

IT Director | Infrastructure & Systems Integration Leader

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SUMMARY

Strategic Technology Executive and Turnaround Leader with over 30 years of progressive experience driving organizational growth through digital transformation, AI integration, and fiscal discipline. Proven track record of stabilizing failing infrastructures, implementing enterprise-level ERP systems, and architecting custom AI platforms to automate complex workflows. Exceptional leader adept at motivating cross-functional teams, aligning technical execution with C-suite strategy, and fostering inclusive, high-performing cultures. Recognized for delivering high-ROI results under pressure by combining deep technical acumen with an accountability-driven approach to management.

CORE COMPETENCIES

IT Leadership & Team Management • Google Workspace Administration (Business Plus) • RMM & Endpoint Management (Atera) • Python Automation & API Integration • CRM Systems (Frappe CRM, Salesforce) • ERP Systems (ERPNext / Frappe Cloud) • Linux & Windows Server Administration • WooCommerce / WordPress Administration • Network Security • Vendor & Budget Management • Cloud Migration & Infrastructure Modernization • SOP Development & Process Standardization

PROFESSIONAL EXPERIENCE

Director of Information Technology

July 2025 – Present

SurgiShop | Lutz, FL

Mandated to modernize technology infrastructure, drive operational efficiency, and introduce formal fiscal discipline for a fast-paced organization.

- **AI Integration:** Spearheaded the development and deployment of multiple custom AI platforms, automating complex departmental workflows and enhancing predictive, data-driven decision-making.
- **Enterprise Resource Planning (ERP):** Led the end-to-end migration to ERPNext, successfully centralizing company data, breaking down silos, and streamlining cross-functional business processes.
- **Fiscal Leadership:** Established the company's first formal IT budget and financial tracking systems, introducing strict fiscal accountability and strategic resource optimization.
- **Infrastructure Stabilization:** Hardened enterprise cybersecurity posture and stabilized a legacy network environment; engineered custom scripts to optimize and secure core WordPress web properties.
- **Operational Excellence:** Authored comprehensive Standard Operating Procedures (SOPs) to standardize technical workflows, mitigate risk, and ensure business continuity.

Information Technology Consultant

August 2023 – June 2025

Veteran Computer Services | St. Petersburg, FL

Delivered high-level fractional CIO/IT consulting and tailored technology roadmaps for small-to-mid-sized businesses looking to scale, secure environments, and optimize operations.

- Partnered with executive leadership teams to align technology investments with overarching business strategies.
- Evaluated legacy infrastructures and designed modern cloud and security frameworks to mitigate operational risk.

Director of Information Technology

June 2012 – July 2023

Get Motivated Seminars | Tampa, FL

Directed technology strategy, infrastructure, and team leadership for a high-volume enterprise environment.

- **Cost Savings:** Spearheaded the in-house development of a custom CRM/CMS platform, resulting in a \$15,000 monthly (\$180K annual) reduction in operational and software licensing costs.
- **Production Velocity:** Engineered critical infrastructure improvements that slashed product deployment and production ramp-up time from days to mere hours.
- **Cloud Transformation:** Led a wholesale legacy-to-cloud migration, significantly increasing system uptime and scalability while lowering administrative overhead.
- **Team Leadership:** Built, mentored, and retained a high-performing technical team, fostering a culture of extreme accountability and continuous skill development.

Project Manager / IT Consultant

August 2002 – June 2012

Starr Computer Consulting | St. Petersburg, FL

Provided comprehensive IT project management, network engineering, and technology auditing services for a diverse B2B client portfolio.

- **Systems Auditing:** Conducted deep-dive technology and compliance audits, identifying critical operational inefficiencies and saving clients thousands in administrative expenditures.
- **Network Engineering:** Managed the architecture, design, and deployment of secure LAN/WAN/Wi-Fi infrastructures; configured and administered enterprise firewalls and switches to ensure maximum security.

IT Manager

January 2005 – August 2009

Tourtlot Brothers Inc. | St. Petersburg, FL

- Modernized legacy IT systems and software tools to align with modern real estate industry standards, significantly increasing agent workflow velocity and digital marketing efficiency.
- Standardized corporate branding and mitigated compliance risk by devising, documenting, and enforcing enterprise-wide technology and data use policies.

MILITARY SERVICE

Senior All-Source Intelligence Analyst

1987 – 1990

United States Army

- Applied analytical methodologies to synthesize intelligence data and brief leadership in support of strategic decision-making under high-pressure conditions.

EDUCATION

Bachelor's Degree, Organizational Leadership with Project Management — Arizona State University (Online), 2023

Bachelor's Degree — University of Pittsburgh, Pittsburgh, PA, 1993