IT MANAGER

MARK BURFEIND

Mark Burfeind
Hot Springs, AR
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Client Relationships | Technology Advisory | Infrastructure & Business Alignment

Professional Summary

IT professional with over 10 years of experience working with executives, business leaders, and end users to understand their needs and align technology investments with organizational goals. Known for pairing hands-on technical knowledge with strong people skills, translating complex technology into clear business recommendations, and building long-term, trusted relationships. Experienced in budgeting, vendor management, procurement, RFPs, and leading infrastructure projects across government, education, hospitality, and private sector organizations. I enjoy serving as a trusted advisor, understanding how a business works, and helping it grow.

Core Competencies

- Client Relationship & Account Management
- Needs Assessment & Solution Recommendations
- Communication with Executives, Staff & Vendors
- Technology Leadership & Advisory Services
- Business Technology Alignment
- Vendor Management & Strategic Partnerships
- Technology Budget Planning & Cost Optimization
- RFP Development, Requirements Gathering & Solution Evaluation
- IT Strategy & Technology Roadmaps
- Project Management & Implementation Leadership
- IT Documentation, Standards & Process Development
- IT Infrastructure Management & Design
- Enterprise Networking & Systems Administration
- Cybersecurity Strategy & Risk Management
- High Availability & Mission Critical Environments
- Cloud & Hybrid Technology Environments
- Endpoint Management (Jamf, Kandji, Apple School Manager)
- Virtualization Technologies
- VoIP & Unified Communications

Professional Experience

Visit Hot Springs – Hot Springs, AR
Information Technology Manager | August 2023 – Present

- Lead all technology operations across seven facilities, including Arkansas' largest convention center, supporting mission-critical infrastructure for conventions, concerts, sporting events, and public gatherings serving thousands of daily guests.
- Assess organizational technology needs and develop long-term infrastructure roadmaps that align technology investments with operational goals, improve resiliency, reduce risk, and support future organizational growth.
- Manage IT budgeting, capital planning, vendor relationships, procurement, contract negotiations, project specifications, and RFP processes while serving as the organization's primary technical advisor.
- Direct enterprise networking, virtualization, cybersecurity, wireless infrastructure, physical security systems, telecommunications, and business-critical technology supporting daily operations across multiple locations.
- Hire, train, mentor, and supervise our organization's IT technician while developing operational procedures, delegating responsibilities, and coordinating with internal staff, contractors, and technology vendors.
- Provide executive leadership with strategic technology recommendations while remaining hands-on during complex infrastructure projects and high-profile live events.

Key Achievements:

- Inherited an undocumented technology environment containing significant infrastructure, security, and operational deficiencies, then developed and executed a long-term modernization strategy that established documentation standards, improved reliability, standardized infrastructure, and reduced organizational risk.
- Designed and led a convention center-wide infrastructure modernization project, creating a 24-strand single-mode fiber backbone connecting one MDF and twelve IDFs. Authored project specifications, managed RFP process, coordinated contractors, eliminated legacy daisy-chained uplinks, and established a scalable architecture supporting future redundancy and organizational growth.
- Modernized technology infrastructure across multiple remote facilities by replacing legacy Internet services with fiber connectivity, standardizing networking platforms, improving remote management capabilities, and increasing operational reliability.

- Redesigned the Majestic Baseball Park network to support PCI compliance by segmenting payment processing systems from guest, operational, and production networks while improving overall security and network organization.
- Increased internet capacity and resiliency for the Convention Center by evaluating service providers, developing a long-term connectivity strategy, implementing two new 5Gbps fiber Internet connections, and improving bandwidth availability for large-scale public events.
- Improved cybersecurity and operational resilience through standardized patch management, enhanced backup strategies, vulnerability management, infrastructure documentation, and expanded physical security technologies.
- Successfully led the technical response during critical infrastructure outages by diagnosing enterprise network failures under executive pressure, restoring business operations, and coordinating with vendors to resolve underlying system issues.

Gulpha Communications, LLC – Hot Springs, AR
Owner | February 2022 – Present

- Run a small local web design business, building websites for small businesses in Hot Springs under the Spruce Website Co. brand.
- Manage the full client lifecycle including business development, proposals, project planning, vendor coordination, documentation, billing, and account management.
- Build strong client relationships by translating technical concepts into practical business recommendations and delivering responsive support.
- Create documentation and support resources that give clients clear visibility into their websites and keep them easy to maintain long term.
- Formerly provided VoIP services; transitioned all VoIP clients and services to another local provider as part of a planned exit.

Fountain Lake School District – Hot Springs, AR
IT Technician | June 2017 – August 2023

- Managed and supported a large-scale Apple ecosystem including iPads, iPhones, Mac computers, Apple TVs, and related management platforms to support district-wide digital learning initiatives.
- Assisted with administration and maintenance of core IT infrastructure including Active Directory, DNS, servers, firewalls, wireless networks, and endpoint management systems.
- Provided technical leadership for device lifecycle management, deployment processes, configuration standards, and technology rollouts.
- Developed technical knowledge across networking, systems administration, cybersecurity practices, and enterprise technology operations to support district continuity and growth.
- Delivered tiered technical support and end-user training for faculty, staff, and administrators, translating complex technology concepts into practical solutions.

Key Achievements:

- Led strategic planning and implementation efforts for district-wide Apple adoption, helping modernize instructional technology and improve the user experience for educators and students.
- Expanded technical responsibilities into physical security and access control systems, supporting district-wide security technology initiatives.
- Contributed to the development of more standardized technology processes, documentation, and support practices across the district.

Mark's Mobile I.T. – Hot Springs Village, AR
Owner | February 2015 – August 2018

- Founded and operated a mobile IT services business providing technology support and consulting services to residential clients and small businesses.
- Provided on-site technical support including computer repair, network installation, printer support, system configuration, and technology consulting.
- Assisted clients with technology decisions by evaluating needs, recommending solutions, and implementing reliable systems.
- Built strong customer relationships through responsive service, clear communication, and translating technical issues into understandable business solutions.

Technology Leadership & Technical Expertise

Infrastructure & Systems: Windows Server environments, Active Directory, DNS, DHCP, Microsoft server administration, VMware, vSphere, Hyper-V, Ubuntu Linux, Linux-based systems.

Networking & Connectivity: HP/Aruba, Extreme Networks, Ubiquiti UniFi, Fortinet Firewalls, TCP/IP, LAN/WAN infrastructure, wireless networking, structured cabling, fiber optic networks.

Endpoint Management & Mobility: Microsoft Windows, macOS, iOS, Jamf School, Kandji, Apple School Manager, Google ChromeOS device management.

Security & Operations: Network security principles, firewall administration, endpoint protection, MDR solutions, access control systems, technology documentation and standards.

Voice & Communications: 3CX, RingCentral, Shoretel, SIP-based communications, call routing and system configuration.

Digital Experience & Signage: Rise Vision, OptiSigns, Watchfire digital signage systems.

Education

- **College of the Ouachitas** - Malvern, AR August 2017 - June 2018
  - Fiber Optics and Structured Cabling
  - Microsoft Server 2012 Administration
  - Cisco Networking Academy: Routing & Switching: Introduction to Networks
  - Cisco Networking Academy: Routing and Switching Essentials
- **Fountain Lake School District** - Hot Springs, AR May 2017
  - High School Diploma