



MARK RUBIN

CEO of MER Technologies, Inc.

Mark Rubin is an industry expert in one of the fastest-moving trends in business management – automation. He has spent the last 6 years transforming businesses through integrated technology solutions that streamline operations, finance, inventory management, forecasting, and customer relationship management.

A calculated risk-taker with deep tech industry knowledge, Mark has championed SAP technology-based automation solutions to his clients in the manufacturing, distribution, and retail industries. As CEO of MER Technologies, he has brought customized SAP solutions to small and medium-sized enterprises throughout the U.S., Asia, and the Middle East, stimulating billions of dollars in increased revenue and cost savings.

Mark's achievements can be summarized in one word – efficiency. His goal is to bring companies from ordinary to industry-leading by building operational and financial efficiency and productivity. A case in point is his previous position as CTO of Plastiprise, a New Jersey-based manufacturer of plastic tableware that operates its factories in China. Mark led Plastiprise in a stunning transformation from QuickBooks to SAP, effectively elevating the company to compete with major players in the food service and party industries. From simple software that managed only the company's finances, Mark implemented a highly robust business management system that optimizes manufacturing, warehouse operations, financials, and customer service in one streamlined system. Since then, he has implemented similar technology solutions at XYZ, the market-leading appliance retailer in NYC, where he currently holds the title of CTO.

A dynamic and proactive leader, Mark has been heavily involved in daily operations at each position he has held. He sees himself as not merely a provider of technology solutions, but an active partner in helping businesses achieve operational efficiency that leads to actual growth in both B2B and B2C sales environments. But more than a leader, Mark is an approachable person who influences top ranking people; whose opinion is highly sought after; and whose judgment is respected and trusted.

Nominated #9 of Top Information Managers of 2012, Mark is widely recognized as a technology industry expert. He has been published in over 20 business publications including Forbes, AmEx Small Business Magazine, and the New York Times. He is a valued speaker and contributor at IT leadership events, presenting his profound expertise with his trademark wit and wisdom.

Mark attributes his success to embracing the core values of integrity, innovation, and growth. Already at the forefront of cutting-edge technology solutions, Mark's pioneering outlook keeps him looking toward the future.