




JOHN ROUDA

Media & Technology Leader

PROFILE INFORMATION

Accomplished media and technology executive with 25+ years of leadership experience across Media Ops software engineering, DevOps, infrastructure, and cybersecurity. Expert at building and motivating diverse technical organizations, advancing enterprise-scale solutions, and connecting technology strategy to business performance. Known for translating complexity into actionable plans that improve operations, enable growth, and deliver lasting value and a focus on building an amazing work culture.

CONTACT INFORMATION

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LEGACY POSITIONS


Co-Founder (CTO) –
Web IdeaBank Technologies. 1999 – 2007

Database Administrator –
Winthrop University 2002- 2004

PC Technician –
UAV Corp. 1999 - 2002

WORK EXPERIENCE


EVP, Media & Technology - INSP

 6/2024 – Present

Provide executive leadership for media technology operations, infrastructure, engineering, and distribution strategy. Oversee high-performing teams charged with delivering resilient, scalable, and financially disciplined solutions in a dynamic media environment. Led the transition from satellite to IP distribution, reducing annual costs by more than \$500K, and drove over \$2M in operating budget savings within the first year through strategic cost controls and operational optimization.

Also introduced AI-enabled workflows to enhance post-production efficiency, streamline content operations, and improve overall productivity. Trusted for transforming complex technical environments into efficient, business-aligned platforms that support long-term growth and profitability.

VP Technology - INSP

 1/2021 – 5/2024

Also served as **Director of IT** (9/2016 – 12/2020)

Lead the Technology organization, with enterprise responsibility for Software Engineering, DevOps, Infrastructure, Networking, Cybersecurity, Application Support, and Helpdesk. Oversee hybrid infrastructure spanning on-premise Storage Area Networks, VMware, and cloud platforms across AWS and Azure. Drive operational modernization by implementing agile delivery practices, including Scrum and Kanban, to enable the seamless migration of applications into a multi-cloud environment.

Lead a Digital Transformation Initiative that establishes data and metadata standards, along with governance frameworks, to improve the consistency and efficiency of media operations.

Direct the development of Disaster Recovery and Cybersecurity policies to strengthen organizational resilience and reduce risk. Manage the media and technology integration for a \$500M acquisition across 12 broadcast markets and more than 40 stations nationwide.

SPEAKING ENGAGEMENTS

Host of A Geek Leader Podcast –
<https://ageekleader.com>

Speaker at CodeMash Conference –
2020 (Technical Leadership 101) - [watch my talk](#)

Speaker at NC State SHRM Conference –
2019 (Building Great Teams)

Keynote Speaker at SCVRA Conference
– 2017 (Engaging Millennials)

Keynote Speaker at Interface Conference – 2016 (Becoming a Geek Leader)

Keynote Speaker at SHRM Conference –
2016 (Engaging 21st century employees)

Keynote Speaker at TEDx Hickory – 2015
(Perspective and Motivation) – [watch my talk](#)

EDUCATION INFORMATION

Winthrop University
Master of Science – Software Development

 2007

Master of Business Administration (MBA)

 2002

Bachelor of Science – Entrepreneurship

 2001

BOARD SERVICE

Board of Directors – Family Trust
Federal Credit Union (2018-2021)

Board of Directors – Interface Cyber
Security Conference (2018-2021)

Manager of Web and Mobile Development – Comporium Communications

 12/2009 – 9/2016

Transformed a previously unstable IT workgroup with the highest turnover rate, where more than 60% of full-time roles were either vacant or contractor-filled, into a highly stable organization with no turnover for more than three years. During this period, the team successfully delivered dozens of innovative products and solutions on time and under budget, including the world's first mobile-controlled fountain jets, a mobile ticketing and payment solution, ZipStream website for gigabit internet service, online ordering and self-service account management, mobile trouble ticket and installation platform for technicians, mobile dispatch solution, GIS tools for engineering teams, and multiple internal mobile and web-based workflow applications.

IT Systems Engineer IV – Comporium Communications

 6/2009 – 12/2009

As an IT Systems Engineer IV, led key initiatives to build a new web controller for Linux-based DNS, LDAP, and email environments, improving administrative efficiency and system control. Implemented security solutions for authentication, email security, spam mitigation, and other infrastructure protections to enhance reliability and resilience.

IT Systems Engineer III – Comporium Communications

 10/2008 – 6/2009

As a Systems Engineer III, I played a key role in modernizing core business systems and internal workflows. I helped migrate the company website from legacy PHP to WordPress, implemented SharePoint to improve internal collaboration and document management, and deployed BMC for more efficient trouble ticketing and IT service management.

Linux Systems Engineer – Comporium Communications

 5/2007 – 10/2008

I was hired after selling my startup to migrate and bring DNS and email management for our ISP customers in house (previously outsourced). In 6 months, we were able to migrate DNS and email for over 100,000 mailboxes in house, which included standing up a new network and all systems necessary to support it. This also included building a web-hosting environment for those customers. After the completion of this project and some other smaller successes, I was promoted and moved to manage Windows systems as well as Linux systems, including SharePoint, MS SQL Servers, MySQL Servers and much more.

TECHNICAL CERTIFICATIONS



Microsoft

- MCP
- MCDBA
- MCSA 2003
- MCSE 2003
- MCTS 2008
- MCITP 2008

Brocade

- BCSD

Cisco

- CCNA
- CCAI

Lean Six Sigma

- Green Belt

LPI (Linux)

- LPIC I
- LPIC II

CompTia

- A+
- Network+
- Linux+
- Security+

PROFESSIONAL EDUCATION EXPERIENCE

Computer Science Professor – Winthrop University



8/2009 – Present

I teach computer science courses at Winthrop University. In Fall of 2020 I was awarded **Adjunct Professor of the Year**. I developed the course materials for an information design course. This course teaches management and leadership principles along with marketing, finance, accounting and information design that all entrepreneurs and small business employees need to know to be successful.

Information Technology Professor – York Technical College



8/2004 – 12/2019

While at York Tech, I developed the IT Security certificate program from the ground up, including writing curriculum and teaching the courses. I have created and taught more than 20 different courses while at York Technical College ranging from Ethical Hacking to Microsoft Active Directory, and from SQL Server Administration to PHP Development.

KEY SKILLS / EXPERTISE

- Executive Leadership
- Media Technology & Distribution
- Cloud Architecture (AWS, Azure)
- DevOps & Infrastructure
- Cybersecurity & Risk Management
- AI-Enabled Workflows
- Digital Transformation,

REFERENCES

Greg Donnelly | CIO – Comporium | 803.280.5965

Dr. Stephan Dannelly | Winthrop Univ. | 803.323.4811

Michael Webb | CISO – FrankCrum | 803.448.4171

AWARDS

2026 Nominee - **ORBIE Carolina CIO of the year award**. (to be awarded in September)

2020 **Adjunct Professor of the Year** – Winthrop University, College of Business

2020 **Employee of the Month** - INSP

More highlights available at <https://johnrouda.com/>