



SOMERVILLE HISTORIC PRESERVATION COMMISSION
93 HIGHLAND AVENUE – CITY HALL
SOMERVILLE, MA 02143
617-625-6600 X 2500
www.somervillema.gov

Application Form For Commission Membership

Date: _____

Name: _____Alan Bingham_____

Address: _____30 Day St_____

_____Somerville MA
02144_____

Phone#s Home: _____Work: 800 225 2610 ext 155 _Cell:
671 584 0045_____

E-Mail Address:
_a171313@aol.com_____

ARE YOU A RESIDENT/OWNER of HISTORIC DISTRICT PROPERTY? (a certain number of Commission Members are required to be residents of historic properties.) Yes__X__ No____ Since When?_April 2010

WHAT IS YOUR PROFESSIONAL BACKGROUND, WORK AND EDUCATIONAL EXPERIENCE? (Membership requirements include architect, architectural historian, real estate broker, city planner, lawyer, building contractor or tradesperson, landscape architect, and interested citizen members.) Please describe or attach current resume.

Interested citizen with interest in history, architecture and social activity. Education includes Liberal Arts with philosophy concentration, systems analysis and management (2 schools)

**I have renovated and lived in an Edwardian home in Sydney,
Australia, renovated two homes and built one myself.**

WHY WOULD YOU LIKE TO BE A MEMBER OF THE SOMERVILLE HISTORIC PRESERVATION COMMISSION? _____

My wife and I are restoring a historic home in Davis Square and I am delighted to live in a community that appreciates and understands its history and is committed to taking steps to preserve the design and workmanship of historic buildings in the city

WHAT PARTICULAR ISSUES WOULD YOU LIKE TO SEE ADDRESSED?

A raised awareness of the necessity to preserve the heritage and not the simplistic renovation of buildings that strips them of their beauty and essence. Too much of the heritage has been lost-or covered over in plastic_____

WHAT SKILLS AND TALENTS WOULD YOU BRING TO THE COMMISSION?

I could bring a balance of appreciation from someone who has chosen to become an American and live in Somerville because of its dynamic. I have background work skills in marketing and communication and a reasonable appreciation of the requirements of restoration and renovation. These are coupled with a desire to see things 'done right'. As an example of this I took the one-day course in lead paint for contractors and received certification before working on the lead paint in our Day St home.

WOULD YOU BE ABLE TO COMMIT YOURSELF TO MONTHLY MEETINGS AND SITE VISITS AND REGULAR COMMITTEE ACTIVITIES? ANY SCHEDULING LIMITATIONS?

Yes, I can make that commitment going forward from the start of 2011. I do travel but can arrange travel usually given 3-4 months advance planning.

ADDITIONAL COMMENTS: _____In attending several of the meeting so far to observe and also present plans, I am impressed with the helpful nature of the commissioners in the discussions with home owners and contractors. These sessions were helpful to the people submitting requests and were done in a consultative fashion which impressed me as I see this as a community service and the outreach demonstrated was gratifying. I would like to be

able to contribute to the community in some way where I can also share this passion. _____

If you have any questions, please call the Historic Preservation Commission Staff at 617-625-6600 ext. 2532 or e-mail bwilson@somervillema.gov Thank you for your interest!



Alan Bingham
30 Day Street
Somerville, MA 02144
617 584 0045
AL71313@aol.com

Background and Education:

Graduate two (4 year) schools of management, (NSW Institute of Technology & University of Phoenix, Liberal Arts (Philosophy major and Systems Analysis (Sydney Technical college). Many corporate sponsored education seminars and programs, mainly in management, ergonomics and healthcare.

Frequent presenter at healthcare conferences and regular journal contributor to healthcare, computing and sailing journals.

Interest in History generally, specifically 17th through 20th century periods. Committed to preservation of heritage buildings and their surrounds.

Have designed and built a house in Australia, restored one Victorian home in Sydney, and assisted in another, renovated houses in Meriden CT, Fairhaven MA and currently restoring 1870 historic home on Day St in Somerville.

Computing background in civil engineering, healthcare and administration. Strong financial and accounting background

Joint US and Australian citizenship.

Qualifications and work experience:

- Most recently merged two divisions of a private medical products company into one to generate value greater than the sum of the two divisions with healthcare payers and providers. Included penetration of new market segment yielding new, sustainable revenue streams.
- Restructured a software company from an opportunistic job shop into a healthcare informatics systems provider for healthcare.
- Assumed responsibility to reposition an healthcare internet portal software vendor, funded under a Federal Grant into a semantic engine innovator and was instrumental in taking the company to acquisition.
- Headed product marketing for Home health, financial and access systems for Eclipsys medical systems.
- Founder of an electronic medical records (Clinical Networx) company and was instrumental in taking it to acquisition.
- Assumed control of a software company that was failing, consolidated their operations and took them to merger.

- International Marketing Manager for Unisys healthcare systems.
- Founder and general manager of start-up in medical billing and medical records that went to acquisition.
- Background in ergonomics and human factors design.

Unique vocational qualifications:

- Strategic thinking and planning ability combined with management at a tactical level.
- Ability to identify problems and develop practical solutions – a problem solver
- Sustainability management through cash flow focus.
- An ability to grow start-up companies into profitable going concerns.
- Managing sales and marketing people through motivation and human relations.
- Ability to look outside boxes and reject status quo.
- A management philosophy based on data and centered on successful outcomes.

Employment:

December 2005 to present
Senior Marketing Manager
AliMed, inc

Responsibilities: In charge of the rehabilitation product set for this major medical products innovator, manufacturer and distributor.

Promoted from rehabilitation to include Ergonomics portfolio as well in 2007. Established the company in new markets for work injury, personal liability injury and adaptive technologies. Established web presence with new e-commerce sites and helping transition the company from paper catalog merchandizing into an online company. Developed significant new proprietary products that have resulted in multi-million dollar sales revenues.

March 2002 to December 2005
Senior VP Customer Outreach (business development, marketing & sales)
Health Management Online, Inc.

Responsibilities: I was engaged by the major VC funding this start up to manage sales and marketing, with the charter to make the company successful under the founder. The charter was to take the company to the exit strategy, which was accomplished with the sale in November 2005.

December 2000 to February 2002
Director of Sales, Marketing and Business Development
Synquiry Technologies, Ltd.

Responsibilities: Complete sales & marketing responsibility, including the positioning, packaging, pricing, collateral development and launch of a new technology into life sciences, healthcare and e-commerce marketspaces. Marketing responsibilities included all PR, Marketing communications, and corporate marketing functions associated with re-positioning of the product set into new marketspaces – from ecommerce to life sciences. Business development responsibilities included forging new business alliances and positioning the company for investment / acquisition. Sales activities focused on filling the prospect pipeline while gaining ongoing revenues that would sustain cash flow while increasing our valuation. The investors exit strategy was to sell the asset (which was developed under a Federal Grant). In early 2002 the sale was consummated and the asset sold to a major drug discovery company.

7/99 to 11/2000

Director of Marketing; Corporate, Product and Marketing Communications
MaxSol, Inc

Responsibilities: Complete marketing responsibility that included repositioning of all products into the healthcare and health insurance marketspaces. This required re-packaging, re-pricing and re-development of all collateral material to address market opportunities with a new sales staff and new sales techniques. Following repositioning and the induction of a new sales force, sales and business development activity accelerated to above budget volumes in less than 4 months. 10/97 to 7/99. The company failed following a split between the Board, founders and investors, despite a pipeline, revenue and funding.

Director of Product Marketing
Eclipsys Corporation

Responsibilities: Full product marketing responsibility and product management responsibility for a range of existing and new products. This was a hands-on sales and sales support function where I also specified new products, managed the development, budgeting and product marketing through rollout, including sales, demonstration and presentation. As part of this function I led the sales training effort to reposition the sales story and assisted in the negotiation of a number of large contracts directly. Additionally, I revamped several legacy products with updated technology, re-positioned them and rolled them out to the marketspace. Sales trebled on these revamped legacy products to \$21 million in the first year as a result of their re-packaging / re-release. In this marketing role I was also involved in supporting the IPO.

7/93-to 10/97

Product Manager / Director of Sales & Marketing
Clinical NetwoRx, Inc.

Founder & Director of Sales & Marketing

(This company was formed to carry forward certain assets from RTJ Medical Software). I was instrumental in taking this company to acquisition with Hollister from Illinois.

Vice President, Marketing and Sales
RTJ Medical Software Corporation

Responsibilities: Initially, to manage all aspects for the Sales and Marketing effort for RTJ Corporation. In 10/94 RTJ was disbanded and reformed as Clinical NetwoRx to continue development and marketing the primary asset of RTJ. As a founder of Clinical NetwoRx I was continually involved in financial negotiations with investors. My responsibilities were re-tasked as Product Manager and Marketing Manager and then as Director of Sales and Marketing with the primary mission to position the company for successful acquisition. I was involved in the divestiture of the old RTJ software asset.

12/89-6/93

General Manager of North American Operations
JAM Software USA, Inc.

Responsibilities: Full management and operational responsibility for JAM Software. I turned the company around from a loss to a profit in less than a month, re-positioned the company, split out and spun off derivative products into new product sets in different marketspaces and channels and took the core product set of the company to a successful merger.

1987-6/89

Marketing Manager, Government Sector / Health Care – International Division

Unisys

Responsibilities: The position included full marketing responsibility to develop and rollout a new complex hardware and integrated software system for hospitals. I managed development teams in three countries and in one country in two locations. The product was rolled out in 1989 and I positioned it, packaged it, and sold it to the first customer. I left this position to move to the US and take up the role with JAM.

Education:

- Bachelor of Science, (management major), University of Phoenix, Phoenix, AZ.
- Liberal Arts, (Philosophy major), Sydney University, Sydney, Australia.
- Systems Analysis Diploma, N.S.W. Institute of Technology, Australia.
- Management Diploma, N.S.W. Institute of Technology, Australia.

Personal Activities:

Assistant to the editor and contributor to NEMA Journal

Active sailor in multihull sailboats

Woodworking

Community Theatre-acting/directing/stage managing/set design and building