

MARK BORDEN

BA, MLIS

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Chief Technology Officer & Strategic Technology Leader

Results-driven technology executive who built career from entry-level web content roles to C-suite leadership over 15 years. Progressed through increasingly responsible positions at Let's Talk Science, demonstrating exceptional performance that led to team management and operations leadership. Leveraged this foundation to excel in public sector technology delivery at TVDSB, then transitioned to private sector project management and eCommerce before ascending to executive technology leadership at KnowledgeNow. Generated \$430,000 in new sales, increased company revenue by 10%, and managed mission-critical systems serving 80,000+ daily users. Specialized in AI-driven solutions, enterprise integrations, and cross-functional leadership.

EDUCATION

Western University 2018 - 2020

Professional Certificate in Project Management

London, ON

Western University 2013 - 2014

Master of Library & Information Science (MLIS)

London, ON

Ryerson University 2007 - 2011

Bachelor of Arts in Criminology

Toronto, ON

PROFESSIONAL EXPERIENCE

KnowledgeNow 2023 - Present

Chief Technology Officer (formerly Director, Learning Technology)

Remote

- Lead technology strategy and product vision for fast-growing learning technology company, aligning technical initiatives with business objectives and driving organizational growth
- Spearheaded development and market launch of eClarity, KnowledgeNow's proprietary Learning Design System, from initial concept through full commercialization
- Built and scaled high-performing technical team from ground up, implementing mentorship programs that improved team retention and accelerated professional development

- Drove 10% revenue increase by identifying market opportunity and successfully launching Moodle implementation services as new revenue stream
- Generated \$430,000 in new business for 2024 through strategic outbound sales initiatives, client acquisition, and market expansion efforts
- Championed AI-driven learning solutions and emerging educational technologies, positioning company as innovation leader in learning technology sector

10up

2023

Senior Project Manager (Contract)

Remote

- Managed high-value enterprise client engagements for leading digital agency, overseeing complex retainer-based projects and strategic deliverables
- Optimized project delivery efficiency by designing and implementing comprehensive two-week sprint cycles, improving client satisfaction and team productivity
- Maximized retainer value for clients by strategically managing budgets, resource allocation, and hour utilization to ensure optimal ROI on project investments
- Pioneered adoption of advanced budget and sprint tracking software, providing senior leadership with enhanced data-driven insights for strategic decision-making

Northern Commerce

2021 - 2023

Senior Project Manager

London, ON

- Led enterprise eCommerce transformation projects across BigCommerce, Shopify, and Magento platforms, guiding clients from discovery through successful launch and deployment
- Delivered multi-platform technical implementation featuring dual BigCommerce storefronts, custom Salesforce integration middleware, and WordPress content management—demonstrating expertise in complex systems integration
- Pioneered and launched custom order management middleware as new service offering, establishing scalable framework that became company template for future enterprise projects
- Drove business growth through exceptional client relationship management, technical expertise in CRM and eCommerce platforms, and delivery of functional requirements that exceeded client expectations

Thames Valley District School Board

2021

Supervisor, Applications

London, ON

- Transitioned from nonprofit to public sector, leading 13-person cross-functional team in unionized environment—successfully adapting leadership style while delivering critical technology initiatives during COVID-19 pandemic
- Rapidly deployed mission-critical COVID-19 screening platform serving 80,000 daily users, ensuring safe school operations during pandemic through reliable, scalable technology solution
- Architected and launched enterprise HR vaccination management system enabling 10,000+ staff members to securely upload vaccination records and rapid test results, ensuring regulatory compliance and operational continuity
- Ensured educational continuity during multiple school closures by expertly managing Learning Management System administration, enabling seamless transitions to remote learning for thousands of students

- Demonstrated exceptional vendor management and cross-functional team building skills while delivering high-stakes projects under tight deadlines in regulated environment

Let's Talk Science

2020 - 2021

Web Operations Manager

London, ON

- **Promoted to management** after consistently exceeding expectations, building and leading high-performing 5-person web and software development team while translating business requirements into technical specifications
- Delivered custom-built volunteer management platform serving 10,000+ volunteers across 30+ Canadian universities, streamlining operations for national educational outreach program
- Achieved perfect 100% satisfaction score on anonymous team survey, reflecting exceptional leadership, mentorship, and ability to foster collaborative, productive team culture
- Led technical delivery for Living Space Project in partnership with Canadian Space Agency, creating innovative educational platform that brings coding and STEM learning into classrooms nationwide
- Strategically allocated resources, monitored project progress, and coordinated with Senior Technical Architect to ensure optimal team performance and project delivery

Let's Talk Science

2018 - 2020

Web Projects Coordinator

London, ON

- **Promoted to coordinator role**, taking ownership of end-to-end project lifecycle for all organizational web and software development initiatives
- Transformed organizational efficiency by designing and implementing enterprise-wide Change and Release Management framework, training 100+ staff members
- Directed complex website consolidation project, migrating four legacy DotNetNuke (DNN) properties into unified Drupal platform—reducing costs and improving user experience

Let's Talk Science

2015 - 2017

Web Content Coordinator / Assistant

London, ON

- **Started career in entry-level content role**, quickly demonstrating technical aptitude by mastering CMS platforms (JIRA, JavaScript, CSS, HTML5) and establishing reputation for excellence
- Revolutionized content operations by implementing new publishing workflow that increased publication frequency from weekly to daily—driving 700% increase in content velocity and earning promotion
- Led UX research initiatives including focus group facilitation, survey design, and data analysis to inform evidence-based website improvements
- Conducted organization-wide AODA accessibility audit across four websites, achieving Level A accessibility standards