

# William P. Sestrom

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45 East Vacation Drive  
Wappingers Falls, NY 12590  
dc396@aol.com  
(914)-489-2700

Summary      **E**xperienced professional, able to manage marketing, technical, management and creative issues. Committed to customer satisfaction and conflict resolution.

Experience      1999 - Present      Hall Neighborhood House      Bridgeport, CT  
I/T Director

- Created, launched and continuously optimized multiple websites (including a comprehensive intranet) for HNH and selected clients. (Including live webcams).
- Initiated a modern internal network, including servers, wiring, routers, centralized printing, e-mail and more.
- Modernized telecommunications, replacing legacy equipment with VOIP equipment, saving over 40% while nearly doubling capacity.
- Obtained grants valued at over \$1 million.
- Worked with a variety of political figures to enhance HNH visibility through technology.
- Provided training and guidance for clients and staffers new to the online world using a variety of creative techniques.

1998 - 1999      SUNY Dutchess      Poughkeepsie, NY  
Adjunct Professor

- Created & taught website development & marketing course.
- Achieved highest student evaluations of any first-time adjunct.

1996 - 1999      Gannett Corp.      Poughkeepsie, NY  
Online Director, Poughkeepsie Journal

- Developed "Enjoy the Hudson Valley", "Hudson Valley Homes", "Poughkeepsie Journal Online Classifieds" and more, all still in use.
- Initiated the marketing of the department's services as a web site design team.
- Developed a variety of online marketing strategies.
- Trained employees to produce web pages, to use editing tools and manage websites. Proficient in HTML, Photoshop, Dream Weaver, FrontPage, etc.
- Direct sales support whenever required.

1993 - 1996      Consultant - Designer  
Creative Graphic Presentations

- Offered website design and marketing services to small and medium sized businesses, with clients locally and nationally.
- Developed and presented an Internet seminar for beginners and business executives for Fortune 500 clients of The Sable Group, in Weston, CT. Seminar's primary focus was towards minority / women suppliers for IBM and other Fortune 100 Clients.

Experience  
(Cont'd)

1967 - 1993

IBM Corp.

Armonk, NY

Senior Engineer, Technology Products Division, East Fishkill, NY

- A technical management position, responsible for Ion Beam technology.
- Responsible for budgeting and managing a technical development team.

Senior Analyst, Asia Pacific HQ, Tarrytown, NY

- Data management assignment for the entire division.
- Performance management, training and development functions for an in-house database-driven reporting system.

Systems Analyst, Americas / Far East HQ, Mt. Pleasant, NY

- Programming and technical training functions for the division.

Field Engineering Division; White Plains Branch Office

- Marketing of IBM maintenance services.
- Servicing IBM's large customers.

1967 - 1970

Musician

- Held several technical and artistic positions in the recording industry.
- Staff guitarist for a major recording label.

**Interests / Hobbies:**

Other

- Avid yacht racer – holder of nine Hudson River Championships – 1980 - 1990
- Hudson River Yacht Racing Association -1978 - 1988 (Secretary, Vice President, President)
- Member: Town of Clinton Planning Board - 1991 – 1993
- Member: Town of Clinton CATV Committee - 1992 - 1996
- Taconic Little League (Coach, Secretary, President) - 1991 – 1996

Education

Briarcliff H.S., Briarcliff, NY

Westchester Community College – Business Management