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**Rodney B. Murray, Ph.D.**  
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### Qualification Summary

Experienced and innovative information technology executive, educator, podcaster, pharmacologist, and an internationally recognized author and software developer in the higher education, **healthcare**, and biotechnology sectors. Successful track record leading the design, development, implementation, and **management** of advanced information technology solutions. Combines expert hands-on technical knowledge with strengths in **web strategy** and design, **marketing**, technology acquisition, planning, project management, and **Web 2.0** technology including **podcasting**. A collaborative leader with broad-based expertise in education, **medicine**, and technology who builds relationships and teams in entrepreneurial and traditional environments.

### Professional Experience

#### **Thomas Jefferson University, Philadelphia, PA**

**1987 – 2007**

*Director of Application & Web Services, Jefferson Information Technologies*

2001 – 2007

Built the new Application & Web Services unit of Jeff-IT by bringing together 13 staff application and database developers, designers and webmasters from across multiple University domains to support students, faculty and staff.

- Redesigned University public website, improving branding, navigation, and usability, thus improving University web presence by optimizing search engine results and increasing user visits to over one half million per month
- Increased efficiency and accuracy of University website by developing web content management system, allowing more than 50 departments and programs to directly edit their own websites
- Created new faculty web directory that allows faculty or their designate to directly update their research interests, experience and publications, thus increasing efficiency and promoting Jefferson to prospective collaborators, students, faculty and staff
- Implemented new Blackboard enterprise portal and course management system, increasing ease of use through single sign-on and integration with SCT Banner student information system
- Introduced Web 2.0 e-learning tools including blogs, wikis and podcasting in the course management system, increasing teaching options and promoting online and distance learning
- Developed custom PDA application for 3<sup>rd</sup> and 4<sup>th</sup> year medical students to track daily encounters with patients during clinical clerkships, giving important feedback on quality control to students, clerkship directors and the Medical College
- Built custom desktop, database and web-based applications for internal clients, thereby keeping revenue within the University and assuring continuity of service and support
- Generated new business (~ \$100K annually) and offered licensing opportunities to external clients
- Developed web self-service application for client initiated projects and service requests, enabling efficient tracking, improving communication and enforcing accountability for IT staff
- Implemented lecture capture system (pc screen and audio) in cooperation with Library Education Services Department, significantly increasing student satisfaction with the lecture experience

*Director of Academic Computing and AISR Systems, Academic Information Services & Research* 1997 – 2001

Managed the Library Systems Department in addition to the Office of Academic Computing.

- Designed and hosted first University, Hospital and Jefferson Health System public Internet web sites
- Led development of custom online learning modules and distance education courses using HTML and Oracle database technology
- Co-chaired the "Computers in Healthcare Education Symposium & Slice of Life Workshop", an annual international conference for health science educators, librarians and instructional designers
- Collaborated with faculty to generate revenue by licensing online pathology courses to The University of Health Sciences Antigua, West Indies and others

*Director of Academic Computing and Instructional Technology, AISR* 1992 – 1997

Managed the Library's Learning Resource Centers in addition to the Office of Academic Computing.

- Built Campus-Wide Information System using Gopher in 1993, then WWW in 1994
- Developed the Library's award winning Jeffline website using a graphical office metaphor to improve navigation and usability
- Selected and implemented the first course management system, CourseInfo, for the University
- Led development of dozens of computer-based learning programs
- Obtained grants valued at approximately \$100K for Apple Macintosh computers

*Director of Academic Computing* 1987 – 1992

Recruited to create the new Office of Academic Computing that was charged with implementing computer-based instruction and assisting faculty in use of computers for research.

- Served as Chairman of the Computer-Based Learning Task Force of the Health Sciences Libraries Consortium, planning annual conferences and managing the CBL Grant Program, funded by the Pew Charitable Trust for 4 years
- Championed use of email on campus, first through a Drexel BitNet connection and then Internet
- Obtained grant from IBM to develop interactive educational videodiscs using IBM InfoWindow technology and generated significant revenue and faculty royalties (> \$40K) from published videodisc applications in nursing and radiological sciences
- Developed numerous educational applications using Guide Hypertext and Apple Hypercard
- Introduced Oracle database technology to University, and used it to build a client-server based question databank for the medical college
- Instituted innovative summer computer fellowship program and adopt-a-pc program for faculty
- Designed and staffed first student and faculty computer labs on campus

**Biosearch Incorporated, Philadelphia, PA** 1982 – 1987

Biosearch Incorporated is a contract toxicology company performing animal and human safety testing for the pharmaceutical, cosmetic, and personal care products industries.

*Vice President for Scientific Affairs* 1986 – 1987

- Managed information systems department and managed relationships with client technical staff
- Instituted new regulatory compliance policies and procedures
- Developed new toxicology testing and reporting systems
- Co-authored second edition of the *Manual of Pharmacologic Calculations with Computer Programs*, published by Springer-Verlag, New York

*Director of Computer Services and Lead Pharmacologist* 1982 – 1986

- Recruited to newly created position at this contract toxicology company
- Managed technical staff and used pharmacologic expertise for protocol design
- Designed and implemented new management information system
- Designed and implemented new laboratory automation system

**Temple University School of Medicine, Philadelphia, PA** 1979 – 1982

*Post-Doctoral Fellow, Department of Pharmacology* 1979 – 1982

- Recipient of award from the National Institute on Drug Abuse
- Conducted neuropharmacologic laboratory research on drug-receptor theory
- Designed and built device to measure pupillary aperture in real time using infrared video technology
- Developed unique statistical software, Pharm/PCS, to analyze pharmacologic research data
- Formed a company to market the software and pupillometer device
- Co-authored book, *Manual of Pharmacologic Calculations with Computer Programs*, published by Springer-Verlag, New York

### **Education**

Ph.D. in Pharmacology, Temple University School of Medicine, Philadelphia, PA

Graduate Studies in Biomedical Engineering and Science, Drexel University, Philadelphia, PA

B.A. in Biology, Temple University, Philadelphia, PA

### **Academic Appointments**

Assistant Professor, Department of Pharmacology and Experimental Therapeutics, Jefferson Medical College, Thomas Jefferson University Current

Adjunct Instructor, Department of Cell Biology, School of Osteopathic Medicine, University of Medicine and Dentistry of New Jersey, Stratford, NJ Current

Chairman, University Web Advisory Committee, Thomas Jefferson University

Chairman, Technology for Education & Research Subcommittee of Learning Infrastructure Project, Thomas Jefferson University

Member, Information Technology Leaders Committee, Thomas Jefferson University/Hospital

Member, Committee on Computers in Clinical Medicine, Thomas Jefferson University Hospital

Member, Curriculum Committee, Jefferson Medical College, Thomas Jefferson University

Member, Education Steering Committee of the Ambulatory Care Education Project, Thomas Jefferson University Hospital

Associate Professor (Adjunct), Biomedical Engineering & Science Institute, Drexel University, Philadelphia, PA.

Assistant Professor (Adjunct), Biomedical Engineering & Science Institute, Drexel University, Philadelphia, PA.

Lecturer, Department of Pharmacology, Temple University School of Medicine, Philadelphia, PA

Lecturer, Department of Pharmacology, Pennsylvania College of Podiatric Medicine, Philadelphia, PA

### **Other Professional Activities**

Rod's Pulse Podcast ([www.RodsPulsePodcast.com](http://www.RodsPulsePodcast.com)), Creator and producer Current

Pennsylvania / Delaware / New Jersey Distance Learning Association ([www.padla.org](http://www.padla.org)) Current

National Distance Learning Week ([www.ndlw.org](http://www.ndlw.org)), Member of Media Committee Current

MCS Consulting ([www.NetMCS.com](http://www.NetMCS.com)), Independent web technology consultant Current

Computers in Healthcare Education Symposium / Slice of Life Workshop, Co-chairman

Computer Based Learning Task Force of the Health Sciences Libraries Consortium, Chairman

American Medical Informatics Association (AMIA), Member of Education Working Group

National Educational Medical School Consortium (NEMSC), Board Member