

BRUCE WEINER

82 Nassau St # 208 ✧ NY, NY 10038

Curriculum Vitae

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<https://weiner.net>

SUMMARY

- Technology leader at the Federal Reserve Bank of New York.
- Patented Information Technology executive with over 37 years of extensive experience managing software, technology, IT infrastructure, program management, and contracting/outsourcing agreements for Fortune 100 companies and government agencies.
- Princeton-trained computer scientist and electrical engineer.
- Experienced expert witness in patent and complex commercial litigation matters.



CURRENT EXPERIENCE

FEDERAL RESERVE BANK OF NEW YORK

2012-Present

The New York District of the Central Bank of the United States of America.

VICE PRESIDENT, CHIEF PRODUCT OWNER – MARKETS TRANSFORMATION PROGRAM

Manages a team of technology leaders directing technology initiatives and serves as the bridge between the business and the Systems/Technology Organizations supporting the Markets Group. The Markets Group at the Federal Reserve Bank of New York is the organization responsible for implementing monetary policy on behalf of the Federal Open Market Committee and acting as a central bank for the world's central banks' US Dollar-denominated holdings. Technologies include fixed income trading, settlement and accounting systems, payments and securities custody, reference rate production systems, data analysis tools/systems, and operational planning and implementation software.

- Led the bank's transition to the ISO20022 standard for the payment hub, facilitating cross-border payments between Fedwire and SWIFT, and modernizing the global central banks' payments infrastructure.
- Overhauled the collection of source information, calculation methodology, and technology infrastructure for the bank's Effective Federal Funds Rate and Overnight Bank Funding Rate delivery.
- Developed and launched a new reference rate, SOFR, aimed at replacing US LIBOR, on April 3rd, 2018.
- Served as the Markets Group Operating Sponsor for the Markets Transformation Program, modernizing and executing a cloud migration for Trading, Banking, and supporting systems.
- Developed a market analysis delivery portal (MarketSource) to communicate the Markets Group's analysis and reporting results.

EDUCATION | TRAINING

Bachelor of Science, Electrical Engineering and Computer Science, PRINCETON UNIVERSITY, 1988, Magna Cum Laude, Princeton, NJ

Certificate of Completion, International Relations and Public Policy, WOODROW WILSON SCHOOL AT PRINCETON UNIVERSITY, 1988, Princeton, NJ

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PAST PROFESSIONAL EXPERIENCE

WEINER.NET, LLC

2008-2012

A technology consulting company for loyalty/affiliate marketing programs and travel-related service organizations.

FOUNDER

Established and grew a company from the ground up by bridging the gap between business needs and technology solutions. Led technology consulting efforts, driving material impact for both travel and loyalty/affiliate marketing customers. Airlines, hotels, car rental companies, and their technology and business processes outsourcing partners. Supported financial services clients on credit card and banking technology issues.

- Achieved a 30% reduction in infrastructure costs for a client by selecting, negotiating, and managing a hosting and cybersecurity agreement for a global set of transactional systems.
- Served as a launch CIO for 3 startups. Built the organizations from inception to transitioning operational systems and teams to an ongoing CIO.

NOVANTAS, LLC – LOGICSOURCING, NEW YORK, NY

2005-2008

A leading provider of consulting, solutions, and research services for financial industries.

MANAGING DIRECTOR

Built a technology consulting practice for travel industry clients. Oversaw \$2M annual revenue, including budget and delivery management for teams between 4 and 52 staff members.

- Managed the Sabre Due Diligence efforts on sale to private investors, which included leading a team of consultants consisting of 3 partners and 50 professionals in an effort to evaluate the plan for revenue growth, cost reduction, and technology management.
- Provided support for the Star Alliance efforts for creating an alternative global distribution strategy. The international alliance consisted of United Airlines, Lufthansa, Air Canada, Singapore Airlines, Asiana, and South African Airlines.
- Managed a team of 8 consultants, providing technology analysis and strategic support for the merger to the pre-approval “clean team” of Travelport and Worldspan executives. Included the development of a go-to-market sales/product strategy, technology strategy, technical product evaluations, technical operations consolidation plans, and cost reduction.
- Directed a series of technology due diligence engagements for private equity and venture capital firms in NYC. Evaluated financial services and travel industry investments (\$1-5B) to both buy and don't buy recommendations.

UNITED AIRLINES, CHICAGO, IL

2002-2005

A major airline company with global operations.

MANAGING DIRECTOR, STRATEGIC SOURCING

From 2003

VICE PRESIDENT / CHIEF TECHNOLOGY OFFICER, UAL LOYALTY SERVICES

Technology leader of pre-bankruptcy UAL Loyalty Services, Inc. group, which was gathered for the spin-out of Mileage Plus program and United.com. Oversaw 90 software developers, project managers, and architects. Led strategic sourcing for United Airlines through the bankruptcy process for over 300 executory contracts in Global Distribution Systems, Central Reservation Systems, Loyalty Programs, and Advertising Services.

- Identified, negotiated, and led the program management committee of a vendor-funded replacement (\$280M program budget) for the aging technology powering United.com. Architected rebuild of United.com onto an ITA

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Software, Datalex Software, and Travelport Software-based platform. Delivered the most functional, cost-efficient, web-based airline travel platform of its time.

- Awarded by management for saving the company \$350M in annual technology costs without impacting service or quality, and achieving zero vendor changes through renegotiating executory contracts.
- Managed the Global Distribution System (GDS) management and alternatives initiative, which was the single largest spending area in the organization with \$380M for GDS fees. Efforts included the negotiation of a five-year full content agreement.
- Served as CTO for United.com and Mileage Plus. Managed over 25 on-time and on-budget major enhancement projects for sales and loyalty program technology. Supported over 40 individual systems with no known successful cyber intrusions.

SYNETRO GROUP, CHICAGO, IL

2000-2002

PRINCIPAL AND CHIEF TECHNOLOGY OFFICER

Served as launch Chief Technology Officer for a series of Synetro investments, including Moonrings Travel and InsuranceNoodle.com. Also served as a management consultant to UAL Loyalty Services on technology issues (Mileage Plus, United.com (Loyalty and Credit Card), and MyPoints.com).

BRIERLEY & PARTNERS, DALLAS, TX

1998-1999

CHIEF TECHNOLOGY OFFICER

Senior technology leader for Loyalty Marketing Agency supporting clients such as United Airlines Mileage Plus, Hertz #1 Gold, Hilton Honors, Blockbuster Rewards, and the launch of an internet loyalty startup, eRewards.com. Oversaw cruise and seniors travel programs as travel agency manager.

FIRST MANHATTAN CONSULTING GROUP, NEW YORK, NY

1994-1998

PRINCIPAL

Management Consultant serving financial services customers on issues like loyalty program development, technology development, infrastructure, credit card and banking technology, and customer contact center technology.

AMERICAN EXPRESS, NEW YORK, NY

1991-1994

VICE PRESIDENT, TECHNOLOGY

From 1993

DIRECTOR, MARKETING

Technology and product development leader for Travel Management Services, Loyalty and Travel Programs. Small Business Services (Credit Cards and Banking Services).

BOOZ ALLEN & HAMILTON, NEW YORK, NY

1988-1990

ANALYST

Management consultant specializing in technology, software development, and management for financial services, loyalty, and travel clients.

CERTIFICATIONS | MEMBERSHIPS | LICENSES

1. **ACM** (Association for Computing Machinery) since 2018
2. **IEEE** (Institute of Electrical and Electronics Engineers) since 2018
3. Certified Advanced Scrum Product Owner, **Scrum Alliance**, since 2015
4. Commercial, Instrument Rated **Pilot**; Certified Advanced Ground **Instructor** since 1988

SPEAKING ENGAGEMENTS

1. Sibos 2025, Frankfurt, October 2, 2025, **SHAPING THE NEXT DECADE: TRANSFORMATION LESSONS FROM THE FED ISO 20022 JOURNEY TO CBPR+ AND BEYOND**
2. Central Banking Forum, U.S. Monetary Policy Implementation, Federal Reserve Bank of NY, 2017, **TRADING TECHNOLOGY IN US MONETARY POLICY**
3. Central Banking Forum, U.S. Monetary Policy Implementation, Federal Reserve Bank of NY, 2016, **TRADING TECHNOLOGY IN US MONETARY POLICY**
4. Travdex, Berlin, March 9-10, 2006 ITB Convention Market Trends & Innovations **LET'S GET LARGE: MORE GROWTH IN STORE FOR ONLINE TRAVEL**

1994-2005 Conferences

5. EDS Leadership Forum
6. Executives Club of Chicago Conference
7. Bank Marketing Association Conference
8. Direct Marketing Day NY (DMDNY)
9. Bank Administration Institute Conference
10. Bank Marketing Association Conference
11. Institute of International Research Conference

PUBLICATIONS

1. **Listening to Customers Via New Research techniques is Key to Becoming a Marketing Driven Bank**, American Banker's Financial Services Marketing, Spring 1998
2. **Tailoring A Custom Fit: New Ideas Tailor-Made For Our Cardmembers**, Citibank Today, Fall 1997

PATENT

Methods and apparatus for selecting an insurance carrier for an online insurance policy purchase.

Issued May 15, 2006 Patent 7,203,734