JASON MARTIN

SUMMARY

Senior IT leader with 20+ years of experience in higher education and academic health sciences, including nearly a decade at the director level or above. Proven ability to architect IT operating models, design governance frameworks, and align enterprise technology, data infrastructure, and cybersecurity strategy with complex, multi-campus institutional missions. Experience in budget and capital planning, vendor strategy, and leading organizational change across cross-functional technology initiatives.

CORE COMPETENCIES

- IT Governance & Portfolio Management
- Enterprise Service Management (ITSM)
- Strategic Planning & Multi-Campus Operations
- Cybersecurity Risk & Compliance Oversight
- Academic & Research Technology Enablement
- Budget, Capital Planning, & Vendor Strategy
- Business Continuity & Incident Response
- Executive Advisory & Stakeholder Engagement
- Enterprise Infrastructure & Collaboration Platforms

PROFESSIONAL EXPERIENCE

Senior Director of Information and Educational Technology **September 2020 – Present**
UNC Eshelman School of Pharmacy | Chapel Hill, NC

Serve as the senior IT leader for a nationally ranked academic health sciences organization, providing strategic direction, governance, and operational oversight for enterprise technology services supporting approximately 3,000 faculty, staff, students, and affiliates across two campuses and remote environments.

- Lead enterprise IT operations, infrastructure, academic technology, and collaboration platforms, ensuring secure, reliable, scalable service delivery in a regulated academic environment.
- Serve as primary IT advisor and liaison to senior school leadership, translating academic and operational priorities into technology strategy, investment planning, and risk-managed solutions within a matrixed institutional environment.
- Oversee annual operating and capital budgets, multi-year lifecycle planning, and vendor partnerships supporting enterprise infrastructure, learning environments, and collaboration systems.
- Chair the Technology Governance Committee, overseeing technology intake, data security review, compliance alignment, and operational readiness for all new technology implementations.
- Provide accountable leadership for local IT security posture, application risk management, and compliance with institutional policies and control frameworks.
- Support academic research and research-adjacent technology needs in coordination with institutional and enterprise IT partners.
- Lead incident response coordination and continuity planning for mission-critical academic and administrative systems.
- Designed and implemented a unified IT operating model consolidating previously independent IT and educational technology units into a cohesive enterprise organization.

- Led $3.5M in enterprise AV and collaboration standardization initiatives, delivering consistent Zoom Room environments and achieving measurable cost savings per space.
- Led development of the school's employee onboarding and offboarding program and transitioned local service request workflows into the university's ServiceNow and later TeamDynamix platforms.

Director of Educational Technology **November 2016 – September 2020**
UNC Eshelman School of Pharmacy | Chapel Hill, NC
Directed enterprise academic technology operations supporting in-person, hybrid, and remote instruction in a highly technical and accreditation-driven environment.

- Led enterprise academic technology services supporting continuous instruction during the COVID-19 transition with zero interruption to classes.
- Directed multi-year capital projects for learning spaces, simulation environments, and collaboration systems, including vendor coordination and lifecycle planning.
- Led rapid enterprise collaboration platform migration to support institutional scalability and instructional continuity.
- Founding member of the Technology Governance Committee, evaluating new technologies for security, compliance, and operational impact.
- Served as lead author of the Physical Facilities and Educational Resources standard for the school's ACPE accreditation review.
- Oversaw enterprise classroom controls redesign to improve accessibility, reliability, and faculty usability.

Technology Operations Manager **May 2016 – November 2016**
UNC Eshelman School of Pharmacy | Chapel Hill, NC

- Managed daily operations of enterprise academic technology services across multiple campuses.
- Implemented standardized communication, scheduling, and incident tracking practices to improve service reliability and reporting.
- Supported design and delivery of the school's first active-learning classroom.

Media Services Specialist **September 2012 – May 2016**
Ellucian, Inc. | Embedded at Saint Peter's University, Jersey City, NJ (Sep 2012 – Nov 2013) and Seattle University, Seattle, WA (Dec 2013 – May 2016)

- Coordinated with vendors and clients on the design and deployment of AV systems in university classrooms and event spaces.
- Managed and troubleshot AV technology.
- Resolved customer service incidents.
- Tracked incidents, requests, and resolutions in the ITSM system.

Media Services Technician **January 2012 – August 2012**
Aiken Technical College | Graniteville, SC

- Set up and configured AV technology for classrooms and events.
- Troubleshot classroom AV technology.
- Processed lecture capture recordings and ensured they were associated with the correct courses.

Traffic Promotions Coordinator **July 2007 – June 2011**
WOUB Public Media/Ohio University | Athens, OH

- Responsible for all interstitial and underwriting materials for an eight-channel digital television station.
- Oversaw federal work study students.
- Operated the master control center for playback of local and PBS programming.
- Director of two seasons of grant funded, Bronze Telly and Regional Emmy winning STEM series for adolescents.

LEADERSHIP & GOVERNANCE ROLES

- Chair: UNC Eshelman School of Pharmacy Technology Governance Committee
- Former Chair: UNC Information Technology Executive Council

CERTIFICATIONS, AWARDS, AND ACHIEVEMENTS

- 2023 ESOP Phyllis Smith Staff Award for Excellence
- 2020 UNC ULEAD graduate
- Regional Emmy: Educational Series 2010
- Bronze Telly: Educational Series 2010
- PBS Next Generation Scholarship 2008

EDUCATION

Master of the Arts: Multimedia Studies | Ohio University | Athens, OH
Bachelor of Science in Communications: Audio Post-Production | Ohio University | Athens, OH