

# PAUL BUTA

---

Boston, MA • 617-504-0837 • paul@buta.org • www.linkedin.com/in/paulbuta

---

Agile, entrepreneurial leader who leverages extensive experience in marketing and operations to implement frameworks that facilitate innovation and position organizations in competitive markets. Highly regarded for big-picture mindset and ability to identify suitable areas for innovation, serving as strategic partner to executive teams. Apply expertise in artificial intelligence, product launches, and business development to devise strategic roadmaps and mobilize cross-functional teams to execute strategies. Distinguished by global leadership experience, having lived in Europe and gained extensive expertise managing diverse teams and cultures. Takes great pride in career as educator and executive at several startup companies.

---

## AREAS OF EXPERTISE

---

- |                                     |                                  |
|-------------------------------------|----------------------------------|
| • Innovation & Strategy Development | • Continuous Process Improvement |
| • System & Policy Development       | • Startup Operations & Expansion |
| • Strategic Marketing               | • Stakeholder Management         |
| • Growth Initiatives                | • Development & Education        |
- 

---

## EXPERIENCE & ACHIEVEMENTS

---

UNIVERSITY OF MASSACHUSETTS / Lowell, MA 2025-present  
**Visiting Lecturer, Marketing, Entrepreneurship, and Innovation**

Lead classes in marketing and entrepreneurship. Leverage subject-matter expertise to prepare instructional materials that support higher-level learning, guiding students to connect concepts across academic program. Encourage course participation and motivate students to take advantage of all aspects of educational process while maintaining mutual respect and professionalism. Coordinate efforts in the sales initiative for the school to expand the program and link students with opportunities in the marketplace.

COLBY-SAWYER COLLEGE / New London, NH 2023-2025  
**Assistant Professor of Business Administration**

Lead classes in business analytics, entrepreneurship and marketing.

BOSTON UNIVERSITY / Boston, MA 2008-present  
**Adjunct Professor**

Lead online classes of over 100 master's students.

OPTAS CORPORATION / Boston, MA 2021-2023  
**President**

Devise strategic plans and apply influence and professionalism to communicate vision effectively across virtual teams. Own all aspects of marketing, including Google Ads and other customer acquisition strategies driving demand generation, growth, and brand development. Deliver compelling brand story to capture AARP audience with alternative perspective. Spearhead market research and leverage thorough understanding of customer needs to define Optas' value proposition. Cultivate culture of innovation and accountability, building top-level teams to pivot and adapt quickly in competitive landscape. Bring creative yet pragmatic approach to problem-solving.

DINEOUTWITH.US / Boston, MA 2019-2020  
**Chief Operating Officer**

Hired to accelerate development of innovative online restaurant reservation startup. Designed policies and procedures for company launch, hiring, restaurant onboarding, expense reimbursement, and marketing operations. Formulated value proposition and crafted sales presentations for restaurant clients. Oversaw request for proposal process to partner with new marketing agency. Played integral role in financial management, including managing recordkeeping and pro forma P&L for investors.

# PAUL BUTA

---

617-504-0837 • paul@buta.org

- **Navigated unprecedented challenges posed by pandemic to win buy-in from customers and develop Boston business.**

WEGO HEALTH / Boston, MA  
**Interim Chief Operating Officer**

2016–2017

Drew upon passion for innovation and solving problems to join organization and launch new product. Partnered with chief financial officer to establish strategic direction and directed team of 10 professionals. Defined value proposition and target consumer. Identified growth opportunities and introduced policies, processes, and systems to ensure operational excellence.

- **Achieved organizational vision, establishing line of communication between pharmaceutical companies with patients and facilitating numerous meaningful projects.**

SOUNDFEST / Boston, MA  
**Vice President of Marketing**

2012–2016

Formalized marketing strategy aligned to sales goals and product roadmap, establishing milestones and success metrics to position new smartphone hearing aid product for next stages of development. Set vision for team of 5 specialists and managed full project lifecycle. Prioritized extensive market research to commence build of viable product. Managed project schedules, budgets, metrics, and data.

- **Developed compelling business case to partner with Apple, Google, and MIT to build product.**
- **Earned recognition as finalist in MassChallenge.**

CHOICEPLEX / Boston, MA  
**President**

2008–2012

Leveraged extensive artificial intelligence (AI) background to consult with companies on using artificial intelligence for eBooks, healthcare, education, online retail, and social media. Served as strategic partner, leveraging advanced analytics to devise strategies to grow clients' healthcare portfolios.

- **Tested AI technologies in coordination with McKesson Corporation;** developed tool to identify patients who were unlikely to refill prescriptions and craft messaging that influenced refills.
- **Wrote and published book, "Privacy Panic: How to Avoid Identity Theft, Stop Spam, and Take Control of Your Personal Privacy."**

## ADDITIONAL EXPERIENCE

**Vice President for Global Business Development – Dendrite; Bedminster, NJ**

**Chief Operating Officer / Co-Founder – Optas, Inc; Boston, MA**

**Product Manager – Dun & Bradstreet; New York, NY**

**European Project Leader – Cognitive Systems; Brussels, Belgium**

---

## EDUCATION

---

UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS; Chicago, IL – Master of Business Administration

UNIVERSITY OF ILLINOIS; Champaign-Urbana, IL – Master of Science in Electrical Engineering, Concentration in Artificial Intelligence

UNIVERSITY OF ILLINOIS; Champaign-Urbana, IL – Bachelor of Science in Electrical Engineering

---

## CERTIFICATIONS AND AFFILIATIONS

---

Certified Information Privacy Professional – International Association of Privacy Professionals (2010- Present)

Lead Mentor – MIT Venture Mentoring Service (2010–Present)

Member – American Association for Artificial Intelligence (1984–Present)

# PAUL BUTA

---

617-504-0837 • paul@buta.org

---

---