Marty Zigman, Founder and Principal, Prolecto Resources, Inc.
Marty Zigman is a skilled IT entrepreneur and expert in leveraging advanced information technology for businesses. He specializes in implementing integrated, cloud-based ERP solutions. His expertise lies in the ability to conceptualize business challenges into actionable application patterns that unlock enterprise value through the ability to adopt new business practices designed to lower costs and/or produce expanded revenue.

Targeting small and medium-sized businesses with revenues ranging from $25M to $1B+, particularly those undergoing rapid growth, Marty focuses on driving operational excellence. His deep technical and accounting knowledge uniquely positions him to blend software application platforms with business strategy effectively.

Since 2003, Marty has led Prolecto Resources, a systems integration practice that acts as a trusted advisor, often fulfilling strategic roles akin to a Chief Technology Officer (CTO) or Chief Information Officer (CIO) for its clients.

Marty's approach is built around three main principles. The first is "Cloud Computing," which involves using internet-based business applications to significantly reduce costs, moving away from traditional, capital-intensive models. The second principle emphasizes the use of fully-integrated business applications, transitioning companies from disparate systems to integrated ones that enhance efficiency and provide real-time data. The third principle involves adopting platforms that allow for extension and customization, enabling businesses to develop competitive advantages. For these reasons, Marty developed deep expertise in the NetSuite business platform as it provides the ideal architecture and capacities sought by his clients.

Prolecto Resources, under Marty's leadership, excels as a NetSuite Systems Integrator, aligning with his vision of using NetSuite as a primary business management platform. His team is known for its expertise in NetSuite, successfully implementing and extending the platform to generate new revenue streams. Under his leadership, for 15+ years, Marty has developed 70+ software bundles offered to his clients at no cost designed to accelerate solution realization and investment return.

Before Prolecto, Marty held several influential roles. He was the CTO of a publicly-traded interactive media firm, developing marketing applications that merged entertainment content with marketing and educational objectives. He also founded and sold InterScore, an eCommerce consulting and web-survey company, during which he led the development of Bank of America's eStore solution. Before InterScore, Marty led the delivery of a sales force automation (SFA) solution and gained extensive cross-industry experience at Deloitte & Touche LLP, where he earned his CPA.

Marty, a proponent of life-long learning, is active in various community development groups. He resides in Park City, Utah, with his wife, Sherri, and maintains a strong commitment to professional and personal growth.