

Farshad Foroudi

Executive IT support to a principal. Ten years as one household's entire technology department: Apple, networks, smart-home, vendors and travel.

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PROFILE

Thirty years in Apple-first technology support, the last decade as the trusted technology and operations contact for a confidential ultra-high-net-worth principal across residences, vendors, travel and household logistics. Comfortable being the person a principal calls directly, and comfortable working through an internal technology team. Day to day that means Apple devices, account access, networks, printers and displays, and smart-home systems kept running for people who would rather not think about technology, with custom checklists, intake notes and follow-up so nothing is left open. Calm and client-facing under time pressure, with NDA-level discretion throughout.

CAPABILITIES

Principal and executive support

single point of contact · white-glove troubleshooting · executive technology support · on-call flexibility · discretion under NDA · vendor relationships and budgets · triage, escalation and documentation

Apple hardware and software

macOS and iOS · Mac, iPhone and iPad setup and repair · Google Workspace · home-office setups · procurement and deployment · Jamf and MDM familiarity

Residences, offices and travel

multi-residence support · Wi-Fi and network troubleshooting · DNS, DHCP and VPN fundamentals · server systems · printers and displays · smart-home systems · Crestron understanding · office moves and setups

EXPERIENCE

Ultra High Net Worth Family (confidential, under NDA; full-time)

UHNW Principal Operations and Technology Support · October 2015 to August 2025 · New York

- Trusted technology and operations contact for one confidential UHNW principal, covering residences, vendors, travel, household logistics and sensitive requests.
- Handled the principal's Apple devices from purchase through repair: macOS and iOS problems, account access, Wi-Fi and networks, printers and displays, and smart-home systems, explained in plain language.
- Coordinated vendors, appointments, budgets and travel logistics, handling household and business details at NDA-level discretion.
- Tracked every open request personally with custom checklists, intake notes and follow-up, so nothing was dropped between people or between houses.
- Stayed calm and took ownership when something broke late at night, on a weekend or mid-trip.

EXPERIENCE
CONT.

NYC Mac Guru (independent Apple technology consulting; part-time)

Founder, Apple IT Concierge and Account Manager · July 2018 to January 2024 · New York

- Built and ran a boutique Apple support practice for executives, entrepreneurs, creative professionals and high-net-worth private clients in New York City.
- Set up and repaired Macs, iPhones, iPads, networks, printers, Google Workspace, smart-home systems and home-office setups in clients' own homes and offices.
- Handled the whole client relationship, from first call and scheduling through repair and long-term follow-up, and built the booking and intake process behind it.

StrawberryFrog (creative advertising agency; full-time)

North America IT Manager · January 2006 to July 2018 · New York

- Sole IT manager for the North America office of a Mac-first agency, supporting leadership, creative teams, production work and client-facing deadlines.
- Bought, deployed and supported every Mac in the office, and ran the network, servers, vendor relationships and IT budget.
- Escalation point for leadership as well as staff, in an office where an outage stopped paid client work.
- Wrote the documentation and kept vendor contacts current, so the office was not stuck when I was unreachable.

Playboy (full-time)

Executive Technology Support · January 2004 to October 2006

- Delivered white-glove technical support to executive and editorial leadership in a high-profile media environment where privacy mattered.
- Supported Mac workstations, mobile devices, printers, networks and executive office technology, coordinating vendors so daily issues did not slow the office down.
- Handled sensitive equipment, data and executive technology requests with discretion.

IT subcontractor at NASA Kennedy Space Center (full-time)

IT Support Specialist · July 1993 to July 1999 · Florida

- Supported IT infrastructure and end-user systems at Kennedy Space Center as a contractor, in a high-security aerospace environment.
- Supported network systems, technical troubleshooting and infrastructure used by engineering teams, where reliability, documentation and careful escalation were the standard.