



Objective:

Having spent the last 20+ years doing full stack web application development with a background in computer science and design, I have developed strong skills in problem solving, anticipating business needs, designing and implementing solid user interfaces and experiences, truly understanding the end-to-end flow of data, understanding the capabilities of both internal and 3rd party systems, and how to lead and drive projects in order to provide overall end-to-end consistent, scalable, and architecturally sound solutions that meet business needs.

Summary:

- 20+ years hands on web design, user interface/experience, web site and application architecture and development.
- Successful track record of creating previously non-existent web presence for businesses.
- Quick learner of new technologies and languages.
- Very passionate about and take pride in my work and my company.
- Efficient and fast worker that produces on-time, detail oriented results without compromising quality.
- Builds web applications that facilitate the gathering/organization/editing/presenting data.
- Hold a BS in Computer Science and Mathematics.
- Experience evaluating emerging technologies and devices and working to integrate them into current business flow.
- Knowledge in relational databases creating schemas, SQL queries, TSQL, and stored procedures.
- Experience integrating bi-directionally with 3rd party systems using Service Oriented Architectures (SOAP and REST).
- Personal mission to boost moral of coworkers with humor and team building to promote good work culture.

Technical Skills:

Hardware: PC, Mac, AV, basic networking

Platforms: Windows OS and Server – scratch installation, basic configuration for web, IIS configuration

Languages:

- ASPX, C#/.NET 4.6 – Web API, MVC, Forms (*Primary Language*)
- ColdFusion 8/9 ENT
- WEB Technologies - HTML, CSS, JavaScript, XML, JSON
- JS Frameworks –jQuery, Bootstrap, Foundation
- Limited Exposure: AmpScript, Apex, HTML 5

Database: MS SQL Server – design and create schemas, SQL, TSQL, and SPs

Software Expertise: Visual Studio, Perforce, Jira, Confluence, SQL Server management studio, ReadyAPI, Office (Excel, Word, PowerPoint, Outlook), Photoshop, IIS 8.5, Dreamweaver, Acrobat, PeerSync, Illustrator, RightNow

Work Experience:

Sonos, Inc – Santa Barbara, CA (Mar 2004 – Present)

Manager Worldwide Web Operations/Principle Web Architect

Sonos is the developer of wireless multi-room music systems for the digital home. As principle web architect, I architected and implemented entire internet, intranet, and extranet web sites and web applications. I was responsible for all aspects of sites including; web server configuration, application architecture, database schema, some web design, UI/UX, web coding, application coding, and customer interactions.

- Built external web applications that handle Sonos product firmware updates, registration, and usage tracking.
- Built multiple versions of corporate web site and maintained all personalized sections.
- Built internal admin web applications that manage the external customer and product facing systems.
- Built extranet web site applications to provide partners and dealers access to information and tools.
- Built real-time REST, XML and SOAP integration with various vendors for bi-directional user synchronization.
- Built customer, dealer, and product web application utilized as main dashboard for Customer Care and other orgs.
- Design and Scaled out hosting along with multiple datacenter moves to meet the business needs.
- Designed schema and built MSSQL Databases for users, beta, dealers, products, registration, and usage data.
- Built AJAX driven worldwide dealer locator based on latitude/longitude utilizing multiple Google APIs.
- Interface with and manage multiple vendor relationships as technical lead (Salesforce, Akamai, RightNow, Amazon).
- Designed and scaled multiple systems over the growth of the company from \$1 to over \$1BB revenue. Many mission critical applications have lived and scaled with the business for 12+ years!

Some extra detail for just this job which spanned 12+ years:

Service Oriented Architecture (SOA)

Recognized and anticipated the need to migrate from shared libraries that performed direct database calls to architecting and building out a Service Oriented Architecture to provide RESTful services that handle all database operations and shared transactions and business logic. Created naming and version conventions, appropriate resource names, a security model leveraging both active directory through OKTA SSO, as well as Customer OAuth to provide role access for both internal and external users and services. Wrote extensive documentation in Confluence to help anyone self-start using the interface. Provided that documentation in a few cases to both internal and external resources to implement.

Sonos Hardware SOAP API (SystemAPI)

Architected, implemented, and scaled SOAP API services to support Sonos products from day 1 of the company shipping product. The services handle all Sonos User and Product registrations as well as provide customized messaging and services support and per-user service definitions. It also provides event and data gathering endpoints. The System scaled from no products and revenue, to millions of customers and devices, supporting a 1B+ annual revenue stream of devices over a 12+ year period. At its peak, the system was handling north of 1 billion database transactions a year. Outside Database failures, the System never had a critical failure and resulted in an SLA of four nines +. The system is still in use today.

Firmware Update Server

Architected, implemented, and scaled the Sonos Firmware update server to support Sonos products from day 1 of the company shipping product. Architected, implemented, and scaled the Sonos Firmware update server that provides customized Sonos proprietary firmware updates to Sonos hardware. In the 12+ years it has been used, it has delivered over 140MM downloads containing over 1 Petabyte of files to the millions of Sonos devices. Outside Database failures, the System never had a critical failure and resulted in an SLA of four nines +.

Customer Facing Websites

Responsible for designing and building out, from scratch, the entire website and first CMS system and then transitioning it to a dedicated team to manage and implement the various CMS systems we have used over the last 12+ years. Maintained and enhanced the personalized/custom sections of the website that did not fit into the CMS system that included the login services, my account, beta portal, store locator, and any mini-apps that required either database transactions or partner integrations.

CRM Integrations

Designed and implemented bi-directional user data integrations with RightNow Technologies (RN) that was in place for our Customer Care team for over 12 years. Provided Subject Matter Expert (SME) support for groups that wanted to do additional integrations. Wrote the original marketing emails and campaigns that were triggered out of the RN system. Over time, supported all RN Upgrades that included migrating from XML API to SOAP API. More recently worked with Salesforce (SFDC) as we started migrating over to their ecosystem. Identified issues with how our Marketing Cloud was configured, and built out 140+ variations of priority emails around password resets and email

confirmations driven from just 1 dynamic template with 1 dynamic footer for all languages we support – all implemented utilizing the SFDC REST API and the Marketing Cloud interface

Intranet Tools

In order to support the suite of customer facing systems and to provide a view into the enormous amounts of data we collect, I built 2 internal web sites that consist of multiple mini-web applications on a single shared framework.

Content Delivery Network

Spearheaded the move to Akamai CDN which encompasses so much more than just cached content. Worked on contract negotiations, evaluations and performance comparisons to our old CDNs (Edgecast and ChinaCache) – including working within the China team and the Great Firewall of China, and ultimately implementing all the profiles for rolling out Akamai to multiple systems servicing customers worldwide and became the SME for the product. Provided multiple solutions to accelerating dynamic content, reducing the need for distributed systems, as well as providing architectural solutions for groups that leveraged the power of Akamai routing and request inspection to simplify the customer facing endpoints. Continued to identify areas where we could improve performance, enhance customer experience, all while reducing cost.

Server/Hosting Scale

Beginning as a startup, architected and scaled all systems within budget constraints from single server to multiple load balanced servers. This included 3 Data Center moves along with multiple Colocations and from the beginning, enforcing a 3+ tier development to production environment setup with consistent and predictable naming conventions and predictable deployment methods. Expanded to moving into the Cloud and architecting a path to get there.

Beta Programs

Provided architecture, implementation and end-to-end application design support in rolling out an ever-expanding beta program for Sonos firmware. That includes internal tools for managing beta participants, to external sites for allowing customers to self-provision beta and integrating with beta partners

Openwave Systems Inc. – Redwood City, CA (Jan 2001 – Mar 2004)

Manager Web Development / Technical Lead

Openwave Systems Inc provided Communication Service Providers (CSPs) with the software they needed to build services for their subscribers. My role with the company was manager of web development and technology lead for the Web Solutions Group whose primary responsibility was for development, production, and maintenance of all company websites including Intranet, Internet, Extranet, and WML site.

- Technical Lead for web applications.
- Design, architected, and built Content Management System (CMS) with patent pending module based back end engine (currently on version 2). Flash Remoting used to manage file structure. CMS capable of producing content and mini-applications for any of our web sites, and produce any type of code including HTML, Cold Fusion, WML, and JSP. CMS able to build secure areas based on LDAP users and departments. (8+ template developers, 300+ end users, 3000+pages, 40,000+ page elements)
- Architected and coded entire framework utilizing my CMS for corporate and developer Site.
- Architected and coded entire intranet backend infrastructure, style sheets, modules, and templates (~1,000,000 hits/month). Built Intranet admin portal to administer 20+ intranet applications built by Web Solutions Group.
- Built dynamic events registration application and dynamic mini-survey application
- Technical mentor for 5 web developers, managed Sr. Web Developer.

ePocrates – San Carlos, CA (Nov 1999 – Dec 2000)

Manager of Web Operations/Web Architect

ePocrates develops medical software for use on mobile devices. The software assists physicians in determining drug interactions, adverse reactions, contraindications/cautions, adult/peds dosing, and cost/formularies. My role with the company was to manage all aspects of web operations.

- Built intranet and internet presence for company
- Coded the universal dynamic templates and individual pages using Cold Fusion, HTML, DHTML, JavaScript, and CSS
- Developed conditional registration process with Physician verification to allow for software download
- Built multiple intranet web applications to facilitate the propagation of content to the web site dynamically allowing the content managers full control over adding/editing data and posting it to the web site automatically
- Built scalable intranet application that managed our software downloads on the web site. This allowed for universal code to be shared among download process and different software packages.
- Manage the web operations team consisting of a Cold Fusion developer/DBA, Graphic Designer
- Designed, coded, and implemented a webstore ecommerce site secure with SSL with a complimenting administrative portal for the company in less than a week after the vendor we hired to code and provide order fulfillment failed to produce a bug free site in 4 weeks. Implemented Zip code verification and sales tax calculation software into webstore.

ZDNet – San Francisco, CA (Nov 1997 – Jan 2000)

Web Technologist/Web Developer/Web Production Specialist

ZDNet was the leading technology information web site in the world. I worked for the Design and Technology group, which was responsible for the look and feel and template coding of all the ZDNet sites. I had many roles there that included graphic design, HTML/DHTML/JAVASCRIPT/Vignette coding, Multimedia, and intranet administration.

- Implemented intranet site from building out the web server, creating database schema and coding the Site
- Intranet applications included project management application, work request application, image database, newsletter generation application, ZDNN news story application, ZDTV project management, audience development application, and an intranet management application to control all the above-mentioned applications.
- Responsible for parts of ZDNet home page content and coding
- Technical lead for all multimedia in group
- Worked with facilities department to create architectural layout of my groups workspace and designed a cubicle that was used to support the 3+ computers/monitors that everyone in my group had.

Connoisseurs Cigar Company, LLC – San Francisco, CA (May 1997 – Jan 2000)

Chief Technology Officer / Cofounder

Connoisseur Cigar Company supplied personalized cigar labels. As CTO and sole technical/design person in the company, my role was the responsibility for all print, web, and production needs.

- Planned, designed, coded, implemented, and maintained ccigar.com web site.
- Created negatives for gold foil die and die cut board and built a manual die cut for hand cutting labels
- Interacted with commercial printer for printing and die cutting needs

Lewis & Clark College – Portland, OR June 1996 – May 1997

Web Developer

Created a web presence for the Lewis & Clark College Athletic Department so that other students as well as friends and family could keep track of the LC Athletics.

- Responsible for structural planning, design, and implementation of web site.
- Created individual bios of every school athlete, leading to more than 200+ web pages
- I updated game statistics and scores on the web site immediately following any intercollegiate event
- Site received nomination for NAIA/NCAA college athletics web site of the year

Digital Arts & Sciences Corporation – Alameda, CA (Summers 1994-1996)

Web Developer/Assistant Software Engineer/Beta Tester

Digital Arts and Sciences Corporation developed image management software. The software suite included a Medical Image Database for use by Physicians (ImageAXS ProMed), an art image database (ImageAXS Pro), and a museum art management system (Embark).

- Responsible for structural planning, design, and implementation of web site.
- Coded large part of ImageAXS Pro software module, EZ-Card, in C++
- Beta tested Embark museum art management system

Freelance Web Development

Worked with various individuals and companies in both creating web presence and/or working on small web based projects and/or creating corporate identity. Below is my client list:

Webby Awards, Frisco Graphics, Hour Hands, Model N, KCBS, MindSteps, Cutting Edge Strategies, California Dermatology Society, Objects Online, Dog & Pony Studio, 1000 ponies, Digital Arts & Sciences Corporation, Design Pacifica International, LLC, Santa Barbara Luxury Rentals, 1Life, Metropolitan.md, One Medical, SBMABL

Online Portfolio

Please visit my on-line portfolio at <http://www.goldyne.com> to view the various web sites I have developed in the past.

Education

Lewis & Clark College, Portland, OR - BS in Computer Science & Mathematics.

Interests and Hobbies

Gardening and landscape, home improvement, home av, woodwork, architectural and transportation model building, being a dad, competitive adult Baseball.

References available upon request. On-line portfolio available at <http://www.goldyne.com>

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