

Summary of Qualifications

- ❖ Thirteen years experience as a dedicated, customer-focused, web/online leader with balanced business and technical skills. Eleven years leadership in diverse co-located teams
- ❖ Exceptional communicator and presenter with excellent writing, speaking, client management, conflict resolution, negotiation and communications planning skills
- ❖ Demonstrated competencies: Management; project management; strategic planning; resource and financial management; managing vendor relationships; web management, architecture, operations (onsite and co-located), and web engineering.

Professional Experience

Avid Technology, Tewksbury, MA, USA 2005 - 2008

Manager, Web Strategy & Development – (2007-2008) Provide strategic direction and supporting development for division web presence initiatives within distributed online marketing organization. Responsible for all aspects of worldwide site conception, creation, development, delivery, measurement, and ongoing maintenance. Sites for Americas, Europe, and Asia in 13 languages. Full time team of 7 in US and UK. Initiatives include:

- Launched new online Community with focus on customer submitted content including: forums, blogs, tips/tutorials, and video sharing
- Redesigned and re-launched corporate site with new market segment focus, new content management system, and improved customer experience

Web Technical Project Manager – (2005-2007) Lead technical projects for corporate, electronic software delivery, reseller and 15 country web sites. Significant results include:

- Process improvements in change request management (ClearQuest), testing (manual and automated), project planning and prioritization
- On time, on budget launch of new in-house electronic software delivery web site, resulting in significant cost savings
- Successful delivery of worldwide reseller extranet site leveraging new content management and personalization system
- Improved online community introducing blogs, podcasts (audio/video), forums, rss feeds. Driving site traffic and improving customer interaction
- Infrastructure changes to support search engine optimization

HeiterConnect, Inc., Townsend, MA, USA 2004

Independent Consultant – Developed relationships with prospective clients and delivered training on virtual leadership. Accomplishments include:

- Facilitated workshops, including "The Virtual Leader"
- Held public talks on virtual leadership for multiple organizations
- Delivered seminars via web and phone conferencing
- Created and delivered seminar on electronic brainstorming
- Published articles on the Fundamentals of Virtual Teaming for PMI NH Chapter newsletter

Professional Experience (continued)

IBM, Rational software, Lexington, MA, USA

2000 - 2004

Web Project/Engineering Manager – Developed high-performance team, 6 full-time staff, 7 contractors. Effective relationships with business stakeholders and cross-departmental project teams with periodic client reviews. Managed team priorities, balanced business and customer impact, negotiated to ensure effective resource use. Projects included:

- Integrated Rational Web services in to existing IBM infrastructure and offerings, supporting Rational acquisition
- Created partner subscription revenue recovery tool, recovering over .5 million USD
- Merged corporate team into distributed engineering organization for better resource distribution
- Implemented process improvements for content management and delivery, ensuring consistency in delivery and additional auditing capabilities
- Migrated corporate site onto scalable, open standards platform (Java/J2EE/JSP)

Aliform Web Services, Frankestown, NH, USA

1999 - 2000

Partner – Co-founded joint venture for Web marketing, analysis, development, and design. Consulted on Web analysis, design, and development.

Projects included:

- Conducted comprehensive marketing site analysis for memory chip manufacturer including site usability, branding, and strategic planning. Delivered fully documented findings and recommendations.
- Rational Software Partner Web project to improve partner marketing business processes, centralize information, and provide better access to partner information for customers.

Sybase, Inc., Concord, MA, USA

1994 - 2000

Senior Webmaster – Lead for East coast Web engineering and operations. Architected and supported enterprise Web infrastructure. Assisted in team recruitment, training, and budget development. Managed production Web servers (NT, Solaris) and developed Web applications in Perl, PowerBuilder, and Java. (1996-2000)

Electronic Information Specialist – Developed and managed Customer Service Web site. Developed Web applications to facilitate customer interaction with support. (1995-1996)

Technical Support Engineer – Provided PowerBuilder and SQL Anywhere product technical support. (1994-1995)

Community Leadership

HeiterConnect, Inc., Townsend, MA, USA

2002-2004

Advisory Board Member – Provided strategic support to company focused on helping organizations and teams collaborate more effectively across boundaries. Consulted on marketing, staffing, sales, and effective use of the Web.

Monadnock Area Cooperative Schools, Hancock, NH, USA

1999-2002

Director – Defined strategic direction of the school, approved overall budget and special projects as member of Board of Directors.

Professional Development

Leadership

- Leadership Development Program, Avid, 2007
- The Virtual Leader, HeiterConnect, 2003
- Basic Blue Management Training, IBM, 2003
- Leadership Fundamentals, Achieve Global, 1999,2000,2002
- Managing Diversity, IBM, 2003

Marketing

- Effective Product Marketing, Pragmatic, 2007

Communication

- Negotiation Skills, Avid Technology, 2005
- Creating High Performance Teams Through Better Communication, IBM, 2003

Project Management

- Project Management Simulation, Boston Univ., 2006
- Project Quality Management, Boston Univ.2005
- Project Management Professional Preparation, William George Associates, 2004
- Mastering Project Management, Sybase, 1999

Competencies

Web Technologies

- Blogs, forums, podcasts, wikis
- IIS, Apache, BEA, IBM WebSphere
- HTML, XML, JavaScript, AJAX
- ASP, PHP, Perl, Java, ColdFusion, Ruby
- Google Enterprise Search Appliance
- RedDot CMS and LiveServer

Process / Productivity

- Microsoft Office
- Microsoft Project, Microsoft Visio
- Rational Unified Process and Tools Suite
- Project Management Institute PMBOK

Database

- Microsoft, MySQL, Oracle, Sybase

Platforms

- Windows 9x/NT/2000/XP/2003
- UNIX, Linux, Solaris

Education

B.A. Speech Communication (Interpersonal Communication)
Ithaca College, Ithaca, NY, USA