Resume of Michael Ben-David

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Core technology builder + People, Process and Tool Manager for Technology Product Development and Project Delivery. 20 years shipping award winning software.

Looking to play a key role in the technical definition and implementation of world class products and platforms that support ongoing project delivery and business operations.

Committed to predictable delivery of high quality systems that drive and respond to business goals

- Hands on technical skills across a large variety of desktop, web and client server environments
- Strong written and oral communication skills
- Executive, product management, marketing, client and vendor liaison
- Internal and external consulting skills
- Detail oriented, quality and customer focused
- Self motivated to ship quality software, meeting the functional, system and timeline / budget requirements
- Commitment to tactical project delivery while keeping strategic forces balanced
- Continuous improvement change agent
- Team player and builder. Hiring, mentoring and technical staff development.

Highlights of Achievements

Biggest Impact – Lead Architect at Ticketmaster (ReserveAmerica division):
- Led the effort from concept to fruition, managing significant technical and business change
- Rebuild and retool a large development team with Agile and SOA (Service Oriented Architecture) practices
- Development of a solution roadmap and technical architecture
- Implementation of a development process

Employers and clients with highly recognizable and valued brands (B2B and B2C applications):
- Retail / Pharma / Supply Chain: Shoppers Drug Mart, Loblaw, Proctor & Gamble, Unilever, GS1, Toronto Star
- Consumer Engagement (Online / Web Marketing) / Consumer: TimePlay, BMW / MINI, Aeroplan, Ticketmaster

Diverse, award winning experience:
- consulting to blue chip as well as small, medium and early stage companies
- central MIS / enterprise mission critical software production
- corporate workgroup – Line of Business / departmental projects
- shrink wrap commercial software
    - MVP award for interactive Web authoring from PC Computing presented at Comdex
- enterprise level "bet the business" commercial software
    - Technology Marketing Corporation's CRM Excellence Award
    - InfoWorld Business Impact Award (Web-based CRM category)
    - CRM Power Golden Award for Enterprise CRM product of the year

Highly Recommended:
- Over 60 endorsements of my skills and work habits on LinkedIn (http://www.linkedin.com/in/mikebd)
- Featured LinkedIn Endorsement: "Michael was brought in to lead the development and architectural side of a multi-million dollar project replacing the then current business platform. Michael hand-picked the technical team recruiting 3 teams of developers as well as a QA team. A testament to Michael's skills were the individuals he brought into ReserveAmerica. Of the highest technical caliber with a dedication to their craft, under his leadership within a very tight 18 month timeframe his team built the enterprise system which drives ReserveAmerica's business today. This system now dominates the outdoor recreation market and is used concurrently by over 1000 staff and clients as well as supporting several million consumer transacted reservations annually."

I believe my varied full life cycle software experience, dedication, attention to detail, team building and interest in perpetual learning will help me to continually meet new challenges.

Technical Skills Summary

SDLC:	Preferred Methodology: Agile / Scrum / Extreme Programming / TDD	
OS / Programming:	Expert:	Object Oriented Analysis and Design with SOA and common patterns
		C++, CppUnit, Boost, MFC, ATL, COM, DCOM
		Java: J2SE, J2EE, Swing, JSP, Struts, JSTL
		PHP, Classic MS ASP, VB Script
		.Net C# WinForms, NUnit, log4net
		Cygwin, BASH
		Web Services, API Design
		SQL: MySQL, PostgreSQL, MS SQL, Generic DDL / DML, logical design, stored procedures / triggers, ACID transactions, object / relational mapping, physical design / performance / scalability
		XML, (X)HTML, CSS, Javascript, DHTML, JQuery
		SaaS / ASP (Software as a Service, Application Service Provider)
		Performance Tuning / Scalability of Databases, Applications and Web
		Spreadsheets with complex macros and formulas
		Linux, Windows, DOS
	Experienced:	ASP.Net, Visual Basic
		Oracle, Access
		DreamWeaver, WordPress, Expression Engine
		Cisco ASA firewall / router
		Network Design and Administration (including VLAN, QOS)
		CORBA

Professional Experience (FT = Full Time / Employee, CPT = Contract / Part Time)

Acuity Ads (*www.acuityads.com*, March 2013 – September 2013)   ***Senior Technical Lead / Architect*** (FT)

Internet Display Ad RTB (Real Time Bidding) DSP (Demand Side Platform)

- Performance and Scalability Design and Development.
  - Review current systems to identify network infrastructure and software factors limiting business growth opportunity
  - Recommendations for infrastructure improvement to minimize latency and optimize resource utilization at all levels of the hosting technology stack
  - Nagios / Cacti instrumentation and software logging / log file parsing enhancements for live service monitoring
  - Java code profiling framework with Nagios integration for hotspot identification and service level agreement management
  - Asynchronous processing enhancements (deferrable database commits that could be delayed), with guaranteed delivery in case of application shutdown
- Facebook Integration
  - Design and development of the core components to integrate with the Facebook Real Time Bidded Exchange protocol

TimePlay (*www.timeplay.com*, April 2011 – March 2013)   ***Senior Technical Lead / Architect*** (FT)

TimePlay allows cinema-goers to use their phones to interact with content on the big screen and win prizes.

- Software architecture for end to end analytics to track ad campaign asset presentation and response rates.
- Design and development in C++ for Windows (Visual Studio 2008, STL) implementation of cinema automation systems integration.
- Developed offer redemption fraud and abuse detection heuristics, counter measures and reports.
- Instrumentation of the C++ code base for diagnostics of multi-threaded performance and scalability concerns.
- Improved scalability and performance of all systems through design and implementation enhancements.
- Introduced the Boost library and CppUnit. Customized Log4cpp library and tools for DevOps.
- Incremental refactoring of a legacy non-O/O code base to a framework that increases cohesion, efficiency and safety while minimizing coupling and enabling automated unit testing.
- Release engineering, design and development of cross-platform build automation scripts tightly integrated with Subversion and Redmine for version management.
- Deployed and championed the adoption of subversion and Redmine with a Scrum based methodology and bi-weekly sprints. Developed reports to visualize allocation for resource balancing, burn-down and effort estimation accuracy.
- System administration for CentOS, Subversion, MariaDB (MySQL) and PostgreSQL.

Benilan Inc. (*www.benilan.com*, June 2009 – April 2011)   ***Freelance Software Development Consultant*** (CPT)

- Prestige Telecom (*www.prestigetel.com*, January 2010 – April 2011)
  - Employee Portal development / JD Edwards platform integration. Functional as well as Performance and Scalability enhancements. Internationalization / Localization for French. (MS SQL, ASP.Net / Classic ASP)
- ChatStat Technologies (*www.chatstat.com*, January 2010 – August 2010)
  - Web Chat / Live Assistance / Web Analytics platform development. Client / Server code overhaul for reliability and scalability. Data centre migration. Resolution of memory leaks and exceptions. Code design and maintainability improvements. (C# .Net, MS SQL, ASP.Net)
- MIT Consulting (*www.mitconsulting.ca*, September 2009 – December 2009)
  - Business Advantage website (*www.busadvantage.ca*) (WordPress, PHP, Custom Template, PayPal)
  - Plesk shared server migration for 100 domains, resolved many post migration issues after a P2V (Physical to Virtual) migration. Site migrations and content updates. (Linux, PHP, MySQL, DNS / SPF, DreamWeaver)
- Searchlinqs (*www.searchlinqs.com*, June 2009 – August 2009)
  - Custom CRM application performance and scalability improvements (MS SQL, ASP.Net / Classic ASP)

Solidifi (*www.solidifi.com,* December 2008 – June 2009)   ***Director, Development & IT*** (FT)

Solidifi is a leading provider of collateral valuation, risk management and data analytic services to the North American mortgage industry. Solidifi provides mortgage lenders, professionals and 3rd party service providers with a flexible service platform for procuring collateral valuations.

- Extensive hands on system administration scripting (BASH, MySQL on RHEL, Cisco ASA Firewall / Router) for backup automation, migration of production data to reporting environment, performance/scalability optimization.
- Hands on Corporate and Production IT Systems Management across multiple data centers. Managed multiple telecommunications, co-location and managed hosting service providers through multiple projects including Exchange Server hosting, VLAN extension, bandwidth contracts.
- Technical design for the synchronization of corporate billing systems with the production transaction platform (ASP.Net, Java JSF, Hibernate, MySQL).
- Deployment and Release Management scripting and process improvements.
- Launch of a customized open source ticketing and wiki knowledge management system (Redmine)
- Featured LinkedIn Endorsement: "Michael is a very dedicated, innovative, energetic, well-organized and supportive professional. It was a real pleasure to work with him on implementation of better development processes, SVN branches, JUnit tests, builds, releases, shellscripts, build automation, better database and Linux administration. I definitely recommend Michael to any employer."

GS1 Canada (*www.gs1ca.org,* February 2007 – December 2008)   ***Director of Development, Technology*** (FT)

GS1 Canada is a member of a global organization of over 100 countries that develops standards and solutions to improve supply chain management. GS1 Canada provides support to over 9,000 companies in 20 sectors. GS1 Canada ensures that Canadian industries fully realize the benefits of collaborative e-commerce.

- Detailed integration design between GS1 Canada and 1SYNC, the GS1 US Global Data Synchronization (GDSN) data pool to fulfill the value promise to suppliers of "load once, synchronize to anywhere".
- Design and roll-out of a pre-production environment for end to end testing of new releases. Combined with a new development / QA / UAT server infrastructure to facilitate manual and automated functional and performance testing. Research and rollout of web and database performance monitoring and testing tools.
- Researched monitoring and management tools. Deployed Nagios with Splunk for production system monitoring.
- Introduced Agile practices including daily scrum meetings
- Requirements, design and development management of Canada's national product registry for synchronized product listing data exchange in the grocery, pharmacy and foodservice sectors. (Java, MS SQL, Web Services)
- Featured LinkedIn Endorsement: "Despite his significant workload, Michael was always willing and ready to assist the support team. He was instrumental in resolving complex production issues, developing operational productivity tools and introducing cutting edge tools/technologies to provide solutions and enhance productivity. I have benefited greatly from his leadership and would welcome the opportunity to work with him again."

Benilan Inc. (*www.benilan.com,* July 2006 – January 2007)   ***Freelance Software Development Consultant*** (CPT)

Avema (*www.avemacorp.com*) provides a hosted, multi-tenant service for Telecom Expense Management. Features include invoice processing with GL allocation, inventory management and rate plan comparisons.

- Operations and Development execution, process and planning (J2EE, Enhydra, Oracle DB 10g)
- Front end development and back end design for a mobile phone service and equipment ordering system with customizable templates for the UI and the order system ticket layout. (XHTML, Javascript, CSS)
- Featured LinkedIn Endorsement: "As an architect: his vast technical experience and great command of abstractions makes him effective in creating reusable and extensible software designs. As a developer: he's very focused and creates simple and elegant solutions. A pleasure to share responsibilities with him on the same team. Thanks Mike for a very enjoyable journey!"

Blast Radius (*www.blastradius.com,* Feb 2005 – July 2006)   *Senior Technical Architect* (FT)

Blast Radius is a strategic interactive agency focused on a new approach to marketing that advocates moving away from interruptive traditional marketing and toward strategies that engage and create open brands.

- Technical oversight and client relations for Aeroplan, BMW / MINI and Rogers. Pitches for Molson/Coors, Symantec, MTV, Starwood Hotels and more…
- Technologies: Java, J2EE, Struts, HTML, JSP, XML, Web Services, ASP/ASP .Net – C# and VB .Net.
- OfficeMax (www.officemax.com)
  - Estimation and planning, development process and kickoff for a rebuild of OfficeMax.com on the ATG platform
- Rogers Communications (www.rogers.com)
  - Consulting on the development of a 3 year strategic consumer web site evolution plan
  - Technical direction for a new Personal TV Consultant tool for the consumer web site
- BMW (www.bmw.ca) / MINI (www.mini.ca) and retailer web sites
  - Technical oversight and Development Management for multiple concurrent website related projects. Managing development teams, assessment and mitigation of technical and non-technical project risks.
- Dealer Website Template project for International Truck and Engine Corp. (www.internationaldelivers.com)
  - Technical oversight and development management as well as hands on coding on a system to provide content and operational administration and delivery of a portal for 400+ dealers / 900+ locations worldwide.
- Aeroplan (www.aeroplan.ca)
  - Development Management for regular maintenance releases of aeroplan.ca functionality
  - Coordination of internal and client communications, requirements management and delivery schedule
- Featured LinkedIn Endorsement: "I worked with Michael on the Aeroplan, BMW / Mini and International Truck and Engine accounts. He never failed to be the calming presence he always seems to be. Aside from being a briliant technical mind, Michael is a wonderful human being."

Intelliware Development (*www.intelliware.ca,* Nov 2003 – Feb 2005)   *Software Architect* (FT)

- Interviewing. Building and leading development teams of up to 6 developers.
- Agile / Extreme Programming.
- Technologies: Java, J2EE, Struts, JSTL, HTML, JSP, CMP EJBs, WebLogic, Informix.
- Project proposals for new and existing clients, including estimates and scope of work understandings. Participation in all phases of development activities.
- Performed a detailed J2EE compliance / portability audit and a general technical assessment of a packaged Workforce Management application that Shoppers Drug Mart is evaluating.
- Shoppers Drug Mart (www.shoppersdrugmart.ca) - Team Lead / Tech Lead and Hands on coding for:
  - Optimum Card Replacement Program. Web application to manage the cardholder database.
  - Purchase Discount Program. Web application to manage enrollment for point of sale discounts.
  - HealthWatch system, pharmacy data and workflow.
- Featured LinkedIn Endorsement: "I am the primary hiring resouce. Michael is a strong senior technical resource with deep experience within J2EE. He has strong client skills when dealing with the business. Michael has good team building skills as evidence by the strong morale in his groups."

Ticketmaster - ReserveAmerica division (*www.ReserveAmerica.com,* Nov 2001 – Oct 2003)   *Lead Architect* (FT)

ReserveAmerica serves 1.1 million members with over 3 million camping reservations per year at more than 140,000 campsites in 44 states and 1 province. Average web load is 40,000 unique users per day with peaks above 110,000 unique users per day, 2000 page views per minute and 100 transactions per minute.

- Managerial Responsibilities: Hiring (draft job descriptions, resume selection, interviewing, hiring decision and offer negotiation) to build a team of 3 Architects, 3 Team Leads, 5 Developers and 3 QA analysts. Leadership of those resources plus 2 business / system analysts.
- Developed the project plan, staffing requirements, business case and technical direction white paper to win approval for a 3 MM US budget (half salary, half hardware / software) operational redesign project.
- Lead software, system and information architecture for a J2EE (Oracle DB and App Server) ASP model, SOA (Service Oriented Architecture) central reservation system serving call centers, distributed field locations and public web sales channels.
- Designed a framework with solutions for: Administration, Audit Trail, Content Management, Enterprise

Application Integration, Event Notification, Persistence, Publishing, Rules Engine, Scheduling and Security.

- Lead process and tool selection / development. Identification of needs, evaluation and price negotiation.
- Key member of the project steering committee, working with the program director and project manager.
- Featured LinkedIn Endorsement: "Michael leads with vision. His experience shows, in the many perspectives and approaches that Michael brings to the table. He is also talented in helping others solve problems, and is patient, fair and democratic in his dealings with others. He has demonstrated his ability to assemble talented technical teams and is an exceptional mentor."

i2 Technologies (*www.i2.com,* March 2001 - October 2001)   *Engineering Team Leader* (FT)

- Lead the engineering group, responsible for the technical architecture of the Transportation Manager product. Address issues such as porting software between hardware / OS platforms, to new databases and internationalization. The engineering team evaluates technologies and specifies frameworks and standards.
- Design and implementation of a proof of concept for the internationalization of a DB2 / Secant / C++ server / Corba / EJB / JSP application through adoption of Unicode in the C++ servers and deprecation of an MFC C++ Windows GUI in favour of web based interface using XML APIs. This opened the product to double byte foreign countries, primarily in Asia, and has been deployed at Samsung. (Secant is a database access / distributed transaction management / middleware technology).

Delano Technology Corp. (August 1999 - February 2001)   *Senior Software Architect* (FT)

- High value (6-7 figure license fee) enterprise CRM software product development
- Hiring and leadership of 2-25 developers, 10 QA and 2 build / install engineers.
- Delano Knowledge Management Server (C++ on Windows and Java for Solaris / Linux)
  - Integrate 3rd party software from Autonomy to do AI based concept queries on unstructured text
  - Led the technology assessment, functional and UI specification, architectural design and implementation
- Customer Velocity CRM Application Suite
  - Integration of Knowledge Management Server functionality into Customer Velocity to enable skill based ticket routing and automated response generation.
  - Lead architectural initiatives across the line of Customer Velocity products including: Localization (French, Spanish etc…), Multiple Database support (LOBs), Dynamic Dashboard (streaming updates) and Feature Modularity for pricing flexibility (Configuration Management)
  - Industry Awards: - Technology Marketing Corporation's CRM Excellence Award
                                     - InfoWorld Business Impact Award (Web-based CRM category)
                                     - CRM Power Golden Award for Enterprise CRM product of the year
  - Received an internal Strategic Excellence award
- Featured LinkedIn Endorsement: "Michael created significant value for Delano. As one of our executive and senior Architects, he was responsible for our Knowledge Management product offerings as well as a few of our applications in our customer service portfolio of products. Michael has an exceptionally great understanding of technology and is particularly adept in working with various business groups in building effective relationships in managing and delivering great technology that creates exceptional business value."

Extend Media Inc. (was Digital Renaissance, *www.extend.com*, July 1998 - Aug 1999)   *Lead Architect* (FT)

- High value ($700 shrink wrap and $10,000 corporate edition) streaming media development tools.
- Lead Architect for all C++, Visual Basic and Macintosh development efforts.
- Awards: won an MVP award for interactive Web authoring from PC Computing presented at Comdex.
- Technical Responsibilities: Functional, system and O/O analysis and design, development process management, design/code reviews, mentoring, coding, QA/QC evolution, tool set selection.
- Project management: resource allocation, timeline and budget estimations and adjustments.
- Member of the Technology Task Force, reporting to the CTO, responsible for evaluation of the company's technology direction and evaluation of solutions.
- Technical evaluation of transitioning a C++ development team fluent in COM towards C++ CORBA development bridged to Java applications.
- Featured LinkedIn Endorsement: "Michael played a critical role in the development of Extend Media's flagship product. Michael displayed not only excellent technical leadership skills but a very developed sense of business strategy."

Toronto Star Newspapers Ltd. (*www.thestar.ca*, Oct 1995 - July 1998)   ***Intermediate Systems Analyst*** (FT)

- Production management, process control and distribution system:
  Investigated "buy vs. build" as a member of the project steering committee.
  Functional, system and design analysis. Technical lead on system architecture, database design and GUI
  Technologies: MFC Visual C++ (Rogue Wave and Stingray libraries) / DCOM, Sybase, HP/UX
- Technical analysis of emerging technologies and vendors: RF ID and wireless LAN bar-code readers.
- Member of the Year 2000 steering committee representing the press centre
- Business liaison to the packaging, distribution and warehousing departments
- Represented the Star on visits to other newspapers, trade shows and conferences

Education

University of Toronto, Scarborough College, Neuroscience B.Sc. with statistics and computer science electives including programming for UNIX in 'C' (1989 – 1996, often part time)

Certificates:
Developing ATG Applications Part 1 & 2 (Art Technology Group, 2005/06)
SCJP – Sun Certified Java Programmer 5.0 (Sun, 2005)
BEA WebLogic Workshop 8.1 (BEA, 2003)
Object Oriented Java and Servlet Programming (The Object People, 1999)
Interpersonal Skills Workshop (Canadian Management Centre, 1998)
Objected Oriented Design and Analysis (Learnix, 1997)
Fast Track to SQL (Sybase, 1996)
IBM Best Team LanServer and MQ Series (IBM, 1995)