

## Resume of Michael Ben-David

### Technology Director / Software Architect and Developer, 15+ years shipping award winning software (10 years in management / leadership roles)

Looking to play a key role in shaping and directing the definition and execution of IT projects with measurable benefits to the business (ROI), its users and customers

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

- Building and running exceptional development teams: hiring, mentoring, encouragement and process, tools and knowledge management
- Hands on technical skills where required, delegation without abdication of responsibility wherever possible
- Strong written and oral presentation 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

### Highlights of Achievements

Biggest Impact - 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: Rogers, 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 50 endorsements of my technical and managerial skills 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.

## Skills Summary

Leadership / Consulting:	Team building (hiring), mentoring, coaching and conflict resolution Building individual and departmental trust Technology Solution / Vendor selection and negotiation Identification and negotiation of business and technology requirements Collaborative consensus building (responsibility retained), brainstorming Change agent, proactive and driver of continuous improvement Assignment of credit (specific and deserved positive feedback) Transparency, honesty, humor, management by walking around
SDLC:	Project Management: budgeting, tracking, risk and issue management, buy / build cost benefit analysis. Methodologies: waterfall, iterative, agile / extreme, scrum Product Management: roadmap development, SWOT analysis, phase planning Requirements Management: Inventory, backlog, traceability, prioritization Source Code Control Systems, Build Management Commercial / open source evaluations
OS / Programming:	Expert: Object Oriented Analysis and Design with SOA and common patterns Java: J2SE, J2EE, Swing, JSP, Struts, JSTL C++, MFC, ATL, COM, DCOM PHP, Classic MS ASP, VB Script Cygwin, BASH Web Services, API Design SQL: Generic DDL / DML, logical design, stored procedures / triggers, ACID transactions, object / relational mapping XML, (X)HTML, CSS, Javascript SaaS / ASP (Software as a Service, Application Service Provider) Performance Tuning / Scalability of Databases, Applications and Web Spreadsheets with complex macros and formulas Windows, DOS  Experienced: Microsoft .Net (VB, C#), Visual Basic MySQL, MS SQL, Oracle DHTML Linux Cisco ASA Network Design and Administration (including VLAN, QOS) CORBA  Learning, Interest, on the Bookshelf: Hibernate, JDO, AspectJ, Spring, Seam, Tapestry, Portal Ruby and Rails, JQuery, HTML5 / CSS3 Deeper on design patterns AJAX, JMS, JSF, JMX, ESB, XSLT

## Professional Organization Memberships

ACM – Association for Computing Machinery  
AIPMM – Association of International Product Marketing and Management  
IASA – International Association of Software Architects  
IEEE – IEEE and IEEE Computer Society  
Toronto Java, .Net, XP and Scrum Users Groups

## Professional Experience (full time / permanent roles)

Solidifi ([www.solidifi.com](http://www.solidifi.com), December 2008 – June 2009)

*Director, Development & IT*

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.

- 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).
- 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.
- Deployment and Release Management scripting and process improvements.
- Launch of a customized open source ticketing and wiki knowledge management system ([Redmine](#))
- Relunched the corporate website with a significant redesign
- Featured LinkedIn Endorsement: “Michael is one of the best among all people I have ever met. Knowledge of IT technologies in connection with modern way of managing makes Michael an employee with really huge potential. Michael is a very good strategist always ready to put all his energy and stamina to get the job done.”

GS1 Canada ([www.gs1ca.org](http://www.gs1ca.org), February 2007 – December 2008)

*Director of Development, Technology*

GS1 Canada is a member organization of GS1, a global organization of over 100 members 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 e-commerce and the global move towards collaborative commerce.

- Hiring, performance management, budgeting, balanced the QA : Developer ratio
- 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)
- 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”.
- Championed 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.
- Featured LinkedIn Endorsement: “Michael was an excellent leader at GS1 Canada, one who always displayed strong commitment to both his team and his work. Michael leads by example, and is a strong team builder, valuing and capitalizing on the strengths of every member of his team. Michael's vast technical knowledge and expertise, his integrity, and sense of humor made working with him both a pleasure and an honor.”

Avema ([www.avemacorp.com](http://www.avemacorp.com), July 2006 – January 2007)

*Software Development Manager*

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

- Hiring, building and leading development and operations in a resource constrained environment.
- 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 a manager: he's efficient in keeping the team committed to project goals and clients faithful in the team. Developers stay committed not due imposition of drastic rules but as a consequence of the respect people naturally develop for Michael. 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](http://www.blastradius.com), Feb 2005 – July 2006)

*Senior Technical Architect*

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.

- Hiring, building and leading teams of 2-10 cross functional resources.
- 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](http://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](http://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](http://www.bmw.ca)) / MINI ([www.mini.ca](http://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](http://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](http://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 brilliant technical mind, Michael is a wonderful human being."

Intelliware Development ([www.intelliware.ca](http://www.intelliware.ca), Nov 2003 – Feb 2005)

*Software Architect*

- 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](http://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 resource. 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](http://www.ReserveAmerica.com), Nov 2001 – Oct 2003)

*Lead Architect*

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](http://www.i2.com), March 2001 - October 2001) **Engineering Team Leader**

- 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**

- 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 3<sup>rd</sup> 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](http://www.extend.com), July 1998 - Aug 1999) **Lead Architect**

- High value (\$700 shrink wrap and \$10,000 corporate edition) streaming media development tools.
- Managerial Responsibilities: Led a team of 6 developers and 2 QA. Hiring and ongoing team management. Leadership of the Development, Quality Assurance and Technical Support teams.
- 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](http://www.thestar.ca), Oct 1995 - July 1998)

*Intermediate Systems Analyst*

- 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)  
 Object Oriented Design and Analysis (Learnix, 1997)  
 Fast Track to SQL (Sybase, 1996)  
 IBM Best Team LanServer and MQ Series (IBM, 1995)

## Strange and Interesting

Sports: Squash, Racquetball, Ice Hockey, Sailing (Bronze level 5 Canadian Yachting Association sailing badge, front cover of Sailing Canada Magazine - Nov 1986)  
 Hobbies: Building electronic circuits, stamp collecting, social networking, investing  
 Odd Skills: Rat neurosurgery and electro physiology (really)  
 TV: Just Like Mom (game show contestant)