

**Career Highlights**

- Deep understanding of strategic and operational **management of the Product Lifecycle Management (PLM)** for high-volume, high-dollar business operations.
- Architected, designed, built and managed the full Software Development Lifecycle (SDLC) an enterprise business operations support system responsible for **\$20 billion of business**.
- Orchestrated **full product lifecycle (PLC)** of over 40 products spanning wireless, Internet, database, and web based technologies.
- **Chief Technology Officer** of a multinational corporation directing the efforts of 8 managers and over 200 employees.
- Acutely skilled in using and managing multiple software languages and databases to build **Software as a Service (SaaS), Service-Oriented Architecture (SOA) and business intelligent applications**.
- Architected Microsoft certified 20,000 TPS (transactions per second) SQL 2005 database running over **80 million transactions per hour**.
- Designed a **multi-terabyte global invoicing** data warehouse and business intelligence system supporting all European billing transactions.
- Architected, designed and built business intelligence dashboard of real-time charts and alerts delivering **intelligence for over \$5 billion** of business.
- Fluent in **Mandarin Chinese**.

<b>Technology Skill Sets</b>	<b>Languages</b>	<b>Linux / UNIX</b>	<b>Microsoft</b>
Agile Management	ASP.NET	Administration	Business Intelligence
ASP.NET	AJAX	Apache HTTPD	Development Studio
AJAX	Bash Scripting	Apache Tomcat	Internet Information Server
Bash Scripting	C#, C++, C	CentOS	Linux to SQL
C#, C++, C	CSS	Cisco ASA Firewalls	Microsoft Office
CSS	Dreamweaver	Device Drivers	Microsoft Project
Dreamweaver	Dynamic HTML	DNS	Microsoft Visio
Dynamic HTML	Google Maps	Fedora Core 12	SQL Server 200x
Google Maps	HTML, XHTML	GlassFish 3.x	SS Analysis Services
HTML, XHTML	Intel 80xx µControllers	IBM DB2	SS Integration
Intel 80xx µControllers	Java (J2EE, JSP)	IBM WAS	Services
Java (J2EE, JSP)	JavaScript	IP Tables	SS Management
JavaScript	JSON	Jasper Reports	Studio
JSON	SQL-92	MySQL	SS Reporting
SQL-92	Transact-SQL	PostGre SQL	Services
Transact-SQL	Web Services, SOA, SaaS	Red Hat Enterprise	Visual Studio 2008
Web Services, SOA, SaaS	XML, XSLT	SendMail	Windows 2008 Server
XML, XSLT		Subversion, CVS	Windows
		Usermin	Communications
		VMware	Framework (WCF)
		Webmin	

<b>Professional Experience</b>			
	Oct 2008 – Present	VESystems, LLC	Irvine, CA
	<b>Chief Systems Architect</b>		

<b>Major Clients:</b>	
<ul style="list-style-type: none"> <li>▪ American Trucking Association</li> </ul>	<ul style="list-style-type: none"> <li>• Product Lifecycle leadership of the Clean Trucks Programs at the Port of Long Beach and the Port of Los Angeles.</li> <li>• Operational success in reducing emissions at the two Southern</li> </ul>

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- Ocean Carrier Equipment Management Association
  - PierPass
  - Port of Long Beach
  - Port of Los Angeles
  - PortCheck
  - Transportation Corridor Agency (OC Toll Roads)
- California ports by 80% in just the first 10 months of operation.
  - **E**nsure continual operation of all elements of our custom accounting application supporting General Ledger, Accounts Payable and Accounts Receivable, Revenue Assurance; including all ad-hoc reporting and auditing support.
  - Instrumental in documenting, institutionalizing and achieving SAS 70 Level II certification; including all disaster recovery and business continuity documentation for our business units.
  - **O**versight of all network, database, and application hardware and software across three full datacenters in Irvine, CA and Chandler, AZ.
  - **V**irtualized environment using VMware to support over \$1 million per day of traffic on internal and external websites.
  - **C**all center support of 30+ full-time call center and account representatives and accounting staff.
  - **M**anaged system outages and post-mortem analysis to continually improve system performance and uptime.
  - **A**rchitected, designed and built TrucFlo.com website to meeting America's national Federal Motor Carrier Safety Administration's chassis inspection reporting requirements.
  - **G**athered requirements from internal and external clients for use in writing operational use cases, functional specifications and design documents for new and upgraded product features.
  - **L**ed the design and build of Blackberry, iPhone, and mobile applications using Java and Apple Objective C.
  - **P**rogram management and proposal writing in response to multi-million dollar Request for Proposals (RFP).
  - **C**oordinated, communicated and trained sales team, customers and executive management in the usage of our products and features.
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Oct 2007 – Oct 2008    New Momentum

San Clemente, CA

## **Director of Business Intelligence**

### **Major Clients:**

- 3Com
- Apple
- Cisco
- Pfizer
- Qualcomm
- Sun

- **A**rchitected, designed and built enterprise dashboards showing global performance statistics on brand protection violations and supply chain risk management trends.
- **P**ublished SQL Server Analysis Services cubes on the Internet.
- **I**nterfaced face-to-face with major clients to determine future trends, gather requirements and document new product features.
- **D**emonstrated product lines to industry analysts including Gartner Group and AMR Research.
- **B**uilt real-time graphing engine to show trends in customers, customer and product categories, time and a litany of other trending variables.
- **A**rchitected, designed and built alerting system using a service-oriented architecture built on Windows Communication Framework (WCF) to notify customers of potential violating companies of channel and brand agreements.
- **S**uccessfully migrated all web, test and development SQL Servers and Analysis Servers to SQL 2008.
- **W**rote use cases, functional specifications and design documents for new product features in brand protection and new products for supply chain risk management.
- **C**oordinated, communicated and trained sales team, customers and executive management in the usage of our products and upcoming

features.

- Incorporated international capabilities throughout all databases, analysis engines and web sites.

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Jun 2004 – Present      GrayArrow Consulting      Newport Beach, CA  
**Chief Software Architect**

**Major Clients:**

- Carlson Wagonlit Travel (CWT)
- EmissionsCalc.com
- Ether-2
- Skky.net

- **Manager** responsible for building and leading a team of 15 developers through full product lifecycle of web-based, .NET enterprise travel application suite focusing on the total customer and the end-user experience.
- **Architected** Microsoft certified 20,000 TPS (transactions per second) SQL 2005 database utilizing Transact-SQL and SQL Server Management Studio. Designed all table and indexing structures, stored procedures and maintenance plans for 24/7/365 operation and DBA knowledge transfer.
- **Wrote** use cases, functional specifications, design documents and project plans for new multi-terabyte global invoicing and business intelligence application. Leveraged Microsoft BI Technologies – Internet Information Server, Analysis Services, Integration Services, SQL Server 2005 and Reporting Services.
- **Coordinated**, communicated and trained global development and cross-functional teams on capacity planning, project states, database administration and organizational impact.
- **Designed** and built J2EE hotel mapping tool leveraging Web 2.0 concepts and technologies including AJAX, JavaScript, XHTML and all facets of Dynamic HTML.
- **Incorporated** international capabilities using native Java and database driven translation engines.
- **Maintained** all Linux servers remotely at Intelenet datacenter; including Cisco Firewalls, PostGre and MySQL databases, Webmin and operating system administration functions.
- **Developed** Linux Ethernet network drivers for new synchronous Media Access Controller. Also built Linux testing application leveraging device-driver API.

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Sep 2001 – Jun 2004      HXXD USA, Inc.      Beijing, China  
北京华夏新达有限公司

**Chief Technology Officer**

**Major Clients:**

- Chinese Government
- Chinese Military
- Beijing Capitol Airport
- Shijia Zhuang Airport
- Hong Kong – Guangdong border

- **Managed** full product lifecycle of the Sky Eyes Facial Recognition product suite. This product line included tools for Surveillance, Identification and Verification, and an integrated administration module called the Central Operations Post (COP).
- **Provided** vision, leadership, and mentoring of development team as we spearheaded the development of cutting-edge facial recognition technology.
- **Lead** the product's international effort. Every HXXD product required seamless movement from English to Traditional Chinese to Simplified Chinese.
- **Continually** monitored product gaps and customer perceptions for incorporation into current and future product opportunities.
- **Coordinated** Chinese Sales Department in international selling

approaches including presentations and assistance in due diligence for prospective clients (pre- and post-sale), while presenting meaningful content for security trade shows and law enforcement forums in Beijing, China.

- **Hands-on Visual C++ and Visual Basic coding**, including assistance to global development staff with escalated design and implementation issues.

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Mar 2001 – Jun 2001 California State University San Bernardino  
**Professor of E-Commerce**

- **Provided graduate students strategic guidelines** for the principles, requirements, and tools necessary in conceptualizing and building high-quality e-commerce systems by developing comprehensive business plans, project management plans, and web applications with a holistic understanding of best-practice e-business processes.
- **Formulated business integrative e-business models.**
- **Introduced students to the perspectives of a new generation of managers, planners, analysts and programmers to the realities and potential for electronic commerce in today's competitive business environment.**
- **Taught students Active Server Pages (ASP), Structured Query Language (SQL), and eXtensible Markup Language (XML) architectures.**

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Aug 1996 – Dec 2000 AQUA Software Products, Inc. Santa Ana, CA  
**Director of Engineering**

**Major Clients:**

- American Express
- Travelocity.com
- Travel One
- Rosenbluth International

- **Managed full project life cycle of the AQUA (Automated QUality Assurance) 2000 Mid-Office Suite to successful completion.**
- **Provided vision, leadership, and mentoring of development team through 45 combinatorial products in four years.**
- **Worked with top management to develop goals and plan resources while consciously incorporating valued input from other departments for successful and profitable product designs.**
- **Continually monitored product gaps and customer perceptions for incorporation into current and future product opportunities.**
- **Worked intimately with QC department to ensure a thorough Beta Phase on the road to successfully releasing products on-time and on-budget.**
- **Assisted Sales Department in team-based selling approaches including presentations and assistance in due diligence for prospective clients (pre- and post-sale), presenting meaningful content for seminars and users' conferences, and speaking at industry trade events.**
- **Hands-on Visual C++ and Visual Basic coding**, including assistance to development staff with escalated design and implementation issues and severe Windows Information Technology (IT) issues.

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Dec 1994 – Aug 1996 Auto-Graphics, Inc. Pomona, CA  
**Technical Lead**

**Major Clients:**

- McDonnell Douglas Aircraft
- Houghton Mifflin
- Texas State Library System
- Connecticut State Library System

- Coordinated the development of a multi-platform, metalanguage DBMS for use in large corporate SGML-based electronic publishing solutions. Designed and developed the company's first restricted access database for Inter/Intra library Web-based applications.
- Participated in management and sales team planning for the future direction of the company in terms of cost/benefit, bandwidth/\$\$\$ considerations regarding new product applications.
- Designed the software and company's cross platform, generic communications paradigm for seamless integration to all 32-bit UNIX and Windows NT projects.
- Trained and instructed DOS and UNIX C Programmers in Visual C++, Visual Basic, Windows, and n-tier client/server architectures.
- Hands-on GNU C++ and Borland C++ coding, including assistance to development staff with escalated design and implementation issues and elevated UNIX administration issues.

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**Education**

California State University San Bernardino  
**Master of Business Administration, Marketing**  
**Bachelors of Arts, Management**

- Languages - Mandarin Chinese
- Pacific Institute – Fast Track to Change, Team Process Improvement
- Organizational Dynamics, Inc. – The Power of Alignment

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**Professional Affiliations**

American Marketing Association, California Inland Counties  
**President & Board Chairman, 2002-2003**

- Applied leadership of Board of Directors for strategic direction and tactical implementation of day-to-day activities
  - Brought value and expertise to our member marketers through quality event programming and concrete examples of marketing best-practices.
  - Implemented online customer surveys resulting in valuable feedback and membership analysis for determining future customer initiatives.
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