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Date of Birth: June 1970

Summary

Business savvy, technology specialist with 14 years of practical experience in the software industry. Seasoned in the design, engineering, architecture, marketing and sale of mission critical business applications.

Interested in providing technical leadership to companies of like-minded people using technology in an innovative way. Offering a level headed, broad minded technical voice to the organization. Excels at focusing the technology and engineering direction with the strategic direction of the business.

With experience in large and small organizations, consulting, educating and running his own startup, Martin is the quintessential career technologist.

Experience (chronological)

JavaDojo LLC 2005-present

Co-founded JavaDojo with a partner. JavaDojo (www.javadojo.com) is a Java based incubator, focusing the brightest Java talent in building the best-practice Java based platforms. The platform is then used to build products and businesses in the consumer and enterprise facing domain. The platform, branded "pureSolv" is designed to support the rapid development of transactional Rich Internet Applications (RIA's) and embeddable eCommerce widgets (JavaFX based). Products built using the platform include a Small Business Membership management system and a consumer web store widget named "incaMoon".

incaMoon is a full eCommerce platform to manage and deploy web stores. These stores can sell any product, digital or traditional. The incaMoon front ends include the embeddable JavaFX store widgets which can be placed on any web page or social network page, and presents the catalog of products within the widget, including full checkout and purchase from within the widget without navigating away from the host page. A comprehensive store manager RIA application is also delivered to the web store subscriber for managing their inventory and prices.

Technically, all JavaDojo products use the pureSolv server platform. It is architected as a high availability, highly scalable eCommerce transaction engine. It was designed as a micro-transaction platform to support the massively scalable volume of a web store community.

Under the covers, pureSolv server is a JEE architected platform, running on the Glassfish Application Server, using EJB 3 with Hibernate for persistence, behind a SOA session bean/web service facade.

The front end pureSolv platforms include a NetBeans RIA platform for desktop web applications, and a JavaFX based widget platforms named "sickWidgets".

Martin is looking to bring these platforms and reusable patterns to solve other business problems and address other RIA or widget based eCommerce or management solutions. The pureSolv platform is perfectly suited to integrate with existing eCommerce front ends to provide a best practice back end to an existing solution to support growth, scalability and performance.

Additional recent experience

June 2006 – present: Freelance Technical Instructor and Lecturer

www.Marakana.com - Contracted with Marakana as an instructor teaching institutions cutting edge technology. Focus on Open Source Java tooling and web application driving technologies such as Jboss, Spring, Tomcat and Apache.

Some examples of courses conducted to date:

- 5 day Jboss on J2EE course for Navteq, Chicago IL. (www.navteq.com)
- 4 day Tomcat and Apache course for RTI, Durham, NC (www.rti.org)
- 4 day Tomcat and Apache course for Stanford University, Palo Alto, CA (www.stanford.edu/)
- 3 day Tomcat course for the Department of Defence, Kansas City, KS
- 3 day Tomcat course for Vicor, Andover, MA (www.vicr.com/)
- 3 day Tomcat course for Ebsco, Ipswich, MA (www.ebsco.com/)

Currently writing J2EE cookbook for Wrox publishing. This cookbook will walk through a full J2EE application using Spring, Hibernate and AJAX.

April – July 2005: Primary architect and developer of Keyword Management and research product

JavaDojo partnered with RedBricksMedia (www.redbricksmedia.com/) to design and build a Keyword Management and Research Tool (KMART). KMART was developed using the JavaDojo platform. KMART manages keywords, keyword segments, keyword research and keyword advertising placement for SEM (Search Engine Marketing) organizations. KMART integrates data from Google, Google Adwords, Yahoo, Overture, and MSN and provide a management and analytical workbench for optimized search engine advertising campaigns.

Past Full Time Employment 1994-2005

InsureWorx Inc. (www.insureworx.com) now FiServ (www.fiserv.com) June 1994-April 2005

Permanently employed with this organization as Chief Technology Officer (CTO). Company merged and was acquired several times during history with them. (Past names include InsureWorx, WorldGroup, SPL WorldGroup (currently owned by Oracle))

Insureworx is an insurance management product vendor for mid to large size insurance carriers.

Martin joined the organization in 1994 as an engineer and progressed through the organization over the next 11 years to be the technical lead of the organization before leaving in 2005 to start his own venture.

Roles in the last 3 years at InsureWorx, included:

- Provided technical leadership for the organization. This included technology choices and architectures of all major projects and product developments.
- Provided technical sales support to the sales organization.
- Provided technology organization representation in management forums.
- Managed and architected framework and platforms for all insurance products.

January 2004 – April 2005:

WorldGroup merged with Talient, a similar insurance product vendor.

After merging with a similar size product company offering a similar J2EE package to the insurance space, WorldGroup renamed to InsureWorx. This was the name of the package co-founded by myself and another individual. The first project was to convert Talient's insurance product back end to use our WorldGroup back end platform. This initiative included the testing and performance tuning of the Talient Adobe Flash based front end UI (At that time the largest Flash application known to Adobe), and overall testing of the integration.

Additional project involvement during this time

www.paybytouch.com (Development Project for WorldGroup Inc)

August – December 2004 – Design and development of software product to support biometric point-of-sale instrument for PBT. This included the web application, and back end to communicate with core-payment processing systems. Architecture leverages the GroundWorx framework. Use of JNI on devices and communication between retail stores and server using SOAP web services. All J2EE components deployed to WebSphere 5 on Linux.

“Lead and developed www.PayByTouch.com, Web Enrollment and Wallet Management application development and delivery. High security profile, integration with credit card and bank accounts, validation and verification with service provider's. Data synchronization between web tier and secure core payment applications through custom services communicating asynchronously with WebSphere MQ messaging and web services. Web application built using Struts and Tiles, Hibernate and EJB Session Bean façade running on WebSphere 5 on Linux based hardware, with the plan to port to IBM zSeries (OS/390) platform. This project represents a major strategic relationship as it is a venture into the payment processing marketplace and represents a new functional area for WorldGroup. Use of Extreme programming methodology to deliver fast iterations as marketing, security and technical requirements move constantly. Went live December 14 2004. “

InsureWorx product development

Played senior technical roles in all InsureWorx J2EE based product development. These included:

Billing component delivery project to large Texas based Insurance provider. Development was on WebSphere Studio Application Developer 5.1, deployed to IBM iSeries (AS/400) running DB2 and WebSphere Application Server 5.1 for iSeries. Project went into production July 2004.

Certificate of Insurance component development. This product component development was aimed as a point-solution and addition to the suite of components offered to the Insurance market. Engineered using Struts and Tiles based web user interface with Hibernate and EJB Session Bean façade back end. This component included integration with Document Management API for dynamic document and form generation.

WorldGroup Inc 8/2002 - 2004

Visionary, co-architect and lead developer of the GroundWorx technical infrastructure, the technical foundation of WorldGroup's InsureWorx insurance product. This development was designed to provide WorldGroup with a technical platform enabling the move from a services-only company, to a product company.

Played the role of senior technical director in the major organizational shift in strategic focus to develop, market and maintain an Insurance back-office application suite. This suite of applications was farmed from existing projects and was built entirely on top of the GroundWorx technical infrastructure. Played a major role in the branding and positioning of the product, called InsureWorx. This evolutionary shift in focus came with a major organizational restructuring to support product delivery and product development, whilst still maintaining the solution delivery component, which represented the contracts and projects from the WorldGroup Consulting era.

The result of these efforts positioned WorldGroup Inc, and InsureWorx as a major player in the

Insurance market including Claims, Policy, Underwriting and Billing back office functionality and a leading candidate for legacy replacement initiatives in these large organizations. Major roles included:

Lead the internal Technical Architect forum.

Sales and Marketing. Represented the technical leadership of the company. Active in strategic marketing and sales initiatives. Supported the sales team from a technical and delivery perspective.

Played the role of technical advocate in the pre-sales and post-sales of InsureWorx to a large insurance company. This project sale included the build out of the Billing and Receivables components for the core product and represented the first GroundWorx and InsureWorx implementation.

Maintained active involvement in InsureWorx projects including the Technical Architect role on the most strategic projects.

WorldGroup Consulting Inc.

7/2000 – 7/2002

At this stage, the organization was still a services company, in the process of converting the intellectual property and implementations into a product.

Roles: Technical Director/ Architect/Sales Support

Assumed the role of Senior Technical Director. Responsibilities include strategic technical direction, technical knowledge sharing and reuse and overall technology champion.

Fully embraced and implemented both custom developments and integration projects revolving around Sun's J2EE Specification (Java 2 Enterprise Edition) and the various vendor implementations. This includes Java, Enterprise Java Beans, JSP/Servlets and the various patterns and tools associated with these technologies including MVC Model 2, Struts, Tiles and Object/Relational Mapping products.

Designed, managed and developed applications running on application servers from major vendors including IBM WebSphere 3.5, 4, 5 and 5.1 and BEA Weblogic 5 and 6.

Project involvement includes:

WGFramework – Managed and lead the design, development and implementation of a reusable framework for browser-based n-tier business applications called WGFramework. The infrastructure included the following components and technologies: JSP Custom Tag Library based front end framework and an EJB Business and Persistence framework. This infrastructure includes a set of System components, a development and training methodology and can be deployed on any J2EE Application Server on any platform. This framework will form the cornerstone on which most WorldGroup Consulting projects will be developed.

Highmark Life and Casualty: Implemented the WGFramework infrastructure on a 15 person, \$12 million development project to build a full suite of core back-office applications for this large insurance company. Domain functionality scope included the Claims, Billing and Underwriting horizontal applications.

Consultation to all active projects.

Consultation and collaboration with the WorldGroup Consulting Global organization with regard methodology and technology issues.

Collaborated and contributed in construction and improvements to WorldGroup Consulting's Rational Unified Process based delivery methodology.

Additional Responsibilities

Managing strategic business partner relationships with vendors including IBM.

Sales support and proposal authoring.

Mentoring and training.

SPL WorldGroup Consulting

10/95 – 4/2000

Roles: Architect / Consultant

Involved in a number of projects and activities (listed below) :

Architect, technical lead on intra/internet project to deliver key functionality via secure browser based application for large insurance company in Bay Area. The application is responsible for the delivery of legacy data and imaging through a universal client browser based front end. Application relies on an integration layer providing common interface to all legacy enterprise systems.

Phase I : Development and engineering of Java based business object persistence framework.

Phase II : Implementation of EJB Component architecture to replace homegrown persistence framework.

Technologies included HTML, servlets, Java, EJB, IBM WebSphere Enterprise (Component Broker), CORBA, DB2, CICS and Oracle.

Current Architecture implements IBM Component Broker components communicating with DB2 and CICS transactions on the mainframe as well as with an Oracle database and Plexus imaging system.

Member of R&D technical group at SPL. In this capacity my responsibilities include researching emerging technologies (e.g., EJB, Component based Application Servers), evaluating strategies and tools for implementing large-scale inter/intranet e-commerce applications. Applications were built using the following EJB application servers: IBM WebShere Advanced, BEA Weblogic, NetDynamics and Iona OrbixHome.

Hosting and teaching IBM WebSphere Enterprise application server development (for IBM), Java, Servlets and Java application development classes at the SPL academy.

Architect, lead designer, developer on various projects exposing mainframe data and functionality through the Internet.

Technologies included ASP, Java-VB script, and SysQL middleware talking to Natural Adabas.

Lead designer, project manager, developer of a company wide Intranet Time Management application.

Technologies included ASP, Java-VB script, ADO talking to MS SQLServer.

Developer on a project team, implementing Oracle project Accounting across the SPL WorldGroup enterprise.

Lead designer, manager and developer on a project implementing CTI (Computer Telephony Integration) call center application using ActiveX Control technology, DCOM, Genesys and Vantive customer management applications.

Designer and developer on a project delivering a health plan service proposal generator with online rating and approval for a large California health care provider.

Designer and developer on a project delivering a provider/member service authorization system for a large California health care provider. Three tier architecture included Visual Basic 3/5 front end with CICS middleware communicating with a Cobol application layer and DB2 database.

Systems Programming (PTY) Limited, Johannesburg, South Africa 01/91-10/95

Roles: Designer/Developer

Client Server based solution provider specializing in products for the retail, distribution, wholesale and marketing sectors.

Developer on project to develop general ledger product using an in-house development tool

called Two++ written in C++ running under the Windows NT 3.51 OS. Coded C++ front end with Oracle/SyBase/SQL Server backend.

Developer on project providing complete business solution including point-of-sale, ordering, stock control, debtors/creditors and general ledger systems. Implemented all the above using the Two++ language and products with an Oracle backend.

Education

University of Cape Town, Cape Town, South Africa 1987-1990

Degree obtained : Bachelor of Science in Computer Science

IBM Visual Age for Java Certification. (2001)

Completed IBM WebSphere Enterprise (Component Broker) Application Server training (1999).

Genesys CTI (Computer Telephony Integration) Certification (1998).

Microsoft Certified Developer Certification (1998).

Completed Project Management Course hosted by Micheal Knapp (1998).

Completed Leverage Object Oriented Design Methodology Course (1997).

Completed Dynasty V2.00 Object Oriented Application Design and Development training course (1995).

Knowledge Base (Summarized for relevance and preference)

Core Languages: Java

Rendering technologies: Web 2.0, Flash, HTML, DHTML, XML, XSL, Java servlets, Swing, JSP, Struts, Tiles and JavaScript.

Development environments: Eclipse (and other Eclipse based IDE's), NetBeans

Application Servers: Jboss, WebSphere, Weblogic, Glassfish

Databases: Most SQL92 based RDMS's including Oracle, MySQL, DB2, SQL Server

Operating Systems: Windows, Unix, Linux (Red Hat 6.x), Palm OS, Mac OS/X.

Platforms: Win32, Unix, Palm, Linux, IBM pSeries and zSeries (AS/400 and OS/390)