**Jeffrey L. Steinberg**

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## **PROFESSIONAL EXPERIENCE**

**Technical Lead - US Retail, Software Engineering.  
Tata Consultancy Services:**  **July 2018 - Present**

* Software Engineering Lead in Ecommerce, for Large Retailers in the US: Footlocker/Kroger.
* Core Retail, Customer Experience, ECommerce, Software Engineering and Support.
* Retail Ecommerce in large retailers, more than 4000 Physical Stores, and Online Shops, integrated with 25 banners.
* Working with global leaders in IT services, with a large network of innovation & delivery centers.
* Design and code C#, TSQL, ASP.NET, .Net Core, Node,and API service applications.
* Develop enterprise visualizations, retail operations, more than 4000 retail stores: US largest retailers.
* Implemented Ship to Locker, API integration with existing Enterprise.
* Documented / Deployed Optimizations / Changes For Controller interfaced jobs,for required efficiency.
* Provide OnCall Support for Operations especially during High Volume, Holiday and Product Launches.

**Environment: C#, .Net, .NET Core, IIS, SSMS, TSQL, Azure, Node, Git, Angular, Java EE, XQuery.**

**Software Architect  
HTML, LLC.** .  **Feb 2018 - July 2018.**

* Lead development in various applications, and architecture as well as SDLC.
* Yacht Search domain, World data: yacht, migration program (Yacht/**Aerospace** Industry).
* Design and code C#, ASP.NET, WPF, API service applications.
* Develop custom charting and visualization components for WPF with SciChart for financial applications.
* Define products and ship integrations with executives from yacht, aerospace, travel industry.
* Ecommerce applications, CRM, Data Synchronization.
* Engineering with C#, SQL, AWS: Cloud architecture for the release of ecommerce software products.
* Data migration and synchronization applications for launch of new products.
* Engineers various areas including Ecommerce, Accounting, HR, Cloud, Marketing, CRM, IT, GOV.
* AWS, SQL Server Data migration, integration, product database synchronization.
* Amazon AWS, EC2, ELB, RDS, S3.

**Environment: C#, .Net, .NETCore, AWS, Azure, IIS, Node, SQL, TFS.**

**Senior Product Engineer  
EWC Franchise, LLC. Aug 2016 – Jan 2018.**

* Managed software engineering for global “Wax Pass”, POS, Loyalty Points, monthly credit payments, accounting systems, security, etc. Ecommerce enterprise integration Asp.Net, WebApi, MVC, C#.
* Engineered large scale, enterprise conversion to Salesforce, a skunk works project for the CEO.
* CEO’s goal **was** to eliminate licensing fees from the leading vendor, and compete in the POS space.
* Suggested and implemented security upgrades, for PII, sensitive data, about 20 million guests, and several hundred centers (franchisees) organized regionally under a franchise trenche.
* Developed front end mobile web responsive sites in Angular, and .Net., JS, Javascript.
* Salesforce Data Management - Data loader, Deployments: SSIS, ETL, enterprise data, SQL, SOQL.
* Full stack development on reservations systems, for Web and Mobile: customer facing, front end.
* Ecommerce marketing and analytics, Salesforce, Marketing Cloud integration with Enterprise CRM.
* Amazon AWS, EC2, ELB, RDS, S3.
* Salesforce Marketing Cloud, ExactTarget - APIs with Enterprise CRM.
* Store level BI dashboards, Financial related Programing, DB Engineering, SSIS, ETL, SQL.
* Rackspace Cloud, Network, Load Balancer, Openstack.

**Environment: Javascript, JS, C#, SQL, Salesforce Marketing Cloud, Rackspace.**

**Software Engineering Consultant (Contract Position)**

**AutoNation, Fort Lauderdale, FL. May 2016 – July 2016.**

* Html5, AngularJS, Sitecore, Javascript, MVC, C#, WebApi core development.
* Front End development of reusable layouts and items using Sitecore, C#, MVC.
* Design responsive web with HTML5 and Javascript: including JQuery, Bootstrap.
* SQL 2014, AngularJS, Angular2, Redshift.
* Engineering, planning and development of Web UI for Autonation.com.
* Enhanced backend services, DB, DAL, and API contracts.
* Service Oriented Architecture with MVC, WebAPI, REST, migrating legacy SOA.
* Primary focus is UI, HTML5, CSS3, Bootstrap, Responsive Web Design.
* SW Engineering and architecture for CRM marketing applications.

**Environment: C#, .NET 4.6, MVC5, Sitecore, WebApi, AngularJs, JS, Sitecore, VS2015, SQL, TFS.**

**Lead Consulting Software Engineer (Contract Position)  
LendingTree.com, Dec 2015 – May 2016.**

* Html5, AngularJS, CSS3, Javascript, Boostrap, MVC, C#, WebApi development. Us Ops.
* Delivered new features and enhanced operations software for $Billion web business.
* Implemented website monetization components within machine learning architecture.
* Lead team efforts, and implemented front end, consumer facing web, AWS, ESB, security features.
* Amazon AWS, EC2, ELB, RDS, S3.
* Created ESB components with Amazon AWSSDK. for .NET.
* Developed AI based rules engines.
* Developed Login pages, single sign-on to authenticate users to multiple federated Web applications Active Directory Federation Services (ADFS) and WIF.
* Financial SOA components for optimizing interest rate calculations.
* Unit tests and automated code verification for build processes.
* Participated in weekly deployment operations.

**Environment: C#, .NET 4.5, MVC4, ADFS, WebApi, AngularJs, Javascript, Node.js, VS2015, SQL, IIS, Git.**

**Application Development Engineer (Contract Position)**

**AutoNation, Fort Lauderdale, FL. July 2014 – Dec 2015.**

* Developed AutoNation’s CRM Applications for managing Leads and Sales process.
* Developed AngularJS, C#, Javascript, SQL, MVC, WebApi, UI-Router, Single Page Applications.
* Converted large CRM, VB Script codebase to C#, WebApi, Html5 Css3, Javascript.
* Developed MVC WebAPI, REST based web services.
* Developed HTML5, CSS3, Bootstrap, Responsive Web Design.
* Developed AutoNation’s CRM, Compass, for managing Leads and Sales process.
* Migration of CRM - VB.NET ASP.Net, WCF, application to C#, MVC, Angular, JS application.
* Full stack development Angular resources and REST services.
* Developed in-store dashboards, and tablet applications for digital car sales process.
* Provide technical leadership on a team of 15 engineers, QA, and multiple PM’s.
* Powershell, Jenkins, MSBuild for automated deployments.

**Environment: C#, .NET 4.5, MVC4, .NET4.6 WebApi, AngularJs, Javascript, UI-Router, SQL Server, IIS, TFS.**

**Lead Software Engineer (Contract Position)  
JM Family Enterprises, Deerfield Beach, FL. Oct 2011 – June 2014.**

* On-demand Insurance Contract Management for South East Toyota Distributors.
* Developed eSignature software for JMA Insurance products.
* Developed Security integrations for Single Sign On with ADFS - Federated Services.
* Developed Web Services for auto dealers, integration partners for booking. electronic contracts.
* Developed Make/Model Editor Application for decoding VINs and pricing insurance contracts.
* Developed Forms Repository version control application, in C# .NET, HTML, JQuery, MVC, EF.
* Developed MVC modules to consume SOAP based web services in WCF.
* Designed and Developed Automated Form Setup utilities for Booking and Pricing systems.
* Designed and Developed Web Application for assigning Merit Raises to Employees.
* Developed End to End automation modules for Electronic Contract Management.
* Developed C#, XSL and IO transformations to migrate documents from Onyx to Salesforce CRM.

**Environment: C#, .NET 4.5, MVC3, Entity Framework, IIS, VS2012, Oracle, SQL Server, DB2, TFS, Salesforce, GIT.**

**Lead Software Engineer (Contract Position)  
Denarii Systems, Miami Beach, FL. July 2011 – October 2011**

* Payment processing financial applications .Net and TSQL: automation, batch processing, reporting, web services, development of web for and credit card processing.
* Developed encryption and SSH library for transporting financial information across the Internet.
* ASP.NET, C#, VB, SQL Server 2005/2008, WCF Web Services, TSQL, SSIS, DevExpress.

**Environment: C#, .NET 3.5/4.0, Windows 7, COM, VS2008, VS2010, SQL Server 2008, VB.NET, Source Safe.**

**Software Engineer III   
Kaplan University, FL. Aug 2010 – June 2011**

* Development Lead: Document Imaging, Document Scheduling.
* C#, ASP, SQL Server 2005/2008, WCF Web Services, TSQL development.
* Developed electronic-signature, OCR, web services for transcript evaluation, document automation; document storage, search, and retrieval application components.
* Single Sign On: Merged public facing user applications accounts to use a single login service.
* Architecture, MVC 3, WCF Web Services, .Net.
* Agile/Certified Scrum Master.

**Environment: C#, .NET1.1/ 2.0,/3.5/ 4.0, Windows 7/XP, VS-2010, SQL Server 2005, VB.NET, TFS.**

**Software Engineer, Architect (Contract Position)  
MDLiveCare Inc, Sunrise, FL. Mar 2010 – Aug 2010**

* Development Lead: Telemedicine, Web Video Conferencing Systems.
* C#, ASP.NET, SQL Server, WCF Web Services, Google Health API, Security.
* Developed customer facing and internal web applications for telemedicine and video conferencing.
* Developed stored procedures, database modules, and security components.

**Environment: C#, ASP.NET3.5/4.0, Windows 2003 Server, VS 2008, SQL Server 2005, Web Services, SVN.**

**SW Engineer, .Net Architect (Contract Position)  
Verio Inc, Boca Raton, FL. Aug 2009 – Feb 2010**

* Development Lead: Web Monitoring, QA Automation, CASE Tools.
* C#, ASP.NET, WPF, SQL Server 2005, Selenium, Globalization/Localization using BAML.
* Created a system to automatically verify web based control panels operating properly. Applications provide an automation software for one of the world’s largest web hosting companies. Developed multithreaded, XML parsers, run time schedulers, DB, UI components and application framework.
* Developed Computer Aided Software Engineering (CASE) tool for Automating Quality Assurance of large Web Hosting and Telco operations.

**Environment: C#, ASP.NET3.5/4.0, Windows 2003 Server, VS 2008, WPF, Silverlight, SQL Server 2005, VSS.**

**Senior Software Engineer III (Contract Position)  
Motorola Inc, Plantation, FL. Dec 2008 – June 2009**

* Product: High Performance Data Modem – “Status Applet” for Police / Fire vehicle radios. Tunes police radios to best quality signals, while moving in vehicle (Patents Pending).
* C#, Winforms, WPF, Win32 API’s, Visual Studio 2008, VBA, SNMP, PPP.
* Developed configuration applications for radio modems, flashing utilities, device driver installations for multiple operating systems: XP, Vista, Windows 7.
* Developed SNMP based communications applications.

**Environment: C#, .NET3.5, Vista32/64, Visual Studio 2008, Clearcase, VBA, Installshield 11.**

**Software Development Engineer III (Contract Position)  
Microsoft Corporation, Redmond, WA. June 2008 – Dec 2008**

* Product Development: Microsoft Solver Foundation for Excel. US MIL.
* Developer of Excel Application Level Add-Ins, user interface controls, and Foundation Classes. Principal developer of user interfaces in of Microsoft Solver Foundation for Excel v1.0. Developed large scale, multi-threaded applications. This was a team of 15 people developing mathematics software.
* Created mathematical programming language IDE to solve Constraint Programming, Quadratic Equations, Linear Algebra, Mixed Integer Programming (MIP) and various optimization methods.
* C#, NET3.5, Win32 and COM, Visual Studio Tools for Office (VSTO) development.
* Globalization/Localization

**Environment: C#. NET3.5, SQL Server 2008, Win64, Visual Studio (VSTO), Product Studio, Source Depot.**

**Senior Software Engineer (Contract Position)  
EFunds Corp., Miami FL. June 2007 – June 2008**

* Reporting optimization, SQL Server. US Ops.
* Developed payment processing components for banking clients like Chase, Citibank, American Express, etc.

**Environment: C#. NET3.5, SQL Server 2008, Win64, Visual Studio (VSTO), Product Studio, Source Depot.**

**Software Engineering Manager.  
Synergy Computing Corp, Boca Raton, FL. 2003 – 2008**

* SQL Server query optimization of very large data sets for back office credit card processing applications in banks / financial institutions. Designed and implemented BI, data warehouse and database schemas for reporting systems. Programmed and tested interfaces for credit card processing applications in C#, ASP.NET, VB.NET, ODBC, SQL Server, which were distributed, and multi-threaded.
* Developed Firefox Add-ons: Java Script, XML/XUL Web Service Applications.
* Developed Server-Agent Monitors in C++, STL, GNU, Linux/Windows.
* Developed dashboards and reports using Crystal Reports.
* Developed embedded Linux kernel modules for network security in C/C++.
* Designed/Coded Perl, Java J2EE, PHP, SQL, JSP, for online Sales & Marketing applications.
* Created template rendering systems and websites in ASP and VB.NET, SQL Server, and Microsoft IIS.
* Designed back end databases for database driven websites in ASP.NET, C# and VB.NET, XML web services.
* Managed Windows and Linux web servers, DNS, and Apache.

**Environment: Windows/Linux, Visual Studio, SQL Server, Perl, C/C++, SourceSafe, CVS, Subversion.**

**IT Manager**

**Center for Complex Systems and Brain Science,**

**Florida Atlantic University, Boca Raton, FL. 2001 – 2003**

* Java Team Leader in the development of Network Man
* Managed servers, network security, applications, and contractors.
* Worked with professors and administration to implement infrastructure solutions involving network performance, software licensing, security and virtualization.
* Integrated email, print, fax, and file servers on mixed Win/Linux platforms.

**Environment: Red Hat Linux, Unix, Windows NT, Matlab, MySQL.**

**Consulting Software Engineer, (Contract Position)**

**Trendium, Inc. Sunrise, FL. 2000 – 2001**

* Coded C++ modules for telecommunications SLA management. Telephone and data carriers, use this software /hardware to monitor bandwidth and connectivity. Developed large scale, distributed, multi-threaded applications.
* Designed and implemented API’s in C++ and CORBA with Oracle and SunOS.
* Designed and implemented queries in Oracle 9.

**Environment: Sun Solaris, Pro-C++, Rational Rose, Oracle 9.**

**Principal Software Engineer**

**ECI Telecom, Fort Lauderdale, FL 1997 - 2000**

* Java Team Leader in the development of Network Management Applications for network devices.
* Implemented Java GUI applications, J2EE, QT, for managing network switching equipment.
* Designed new SQL databases and interfaces for network management applications with SNMP, .
* Designed and coded distributed, multi-threaded C/C++ systems.
* Developed Network Management software for ATM, Frame Relay, T1 / E1 and internet switches.
* Developed standards based networking applications in protocols including SNMP and TCP/IP.

**Environment: Sun Solaris C++, Java 2.0, Ingres, Symantec Visual Café, SourceSafe, Visual Studio.**

**Senior Software Engineer**

**Motorola Inc., Boynton Beach, FL. 1993 - 1997**

* Developed the “Site Alert” software products for wireless messaging devices: pagers and PDA’s. Air Apparent was a distributed system for managing wireless communications and alarms and pagers. Implemented in C++, VS1.0.
* Designed MS Access databases, and messaging software using the TAP protocol for pagers.
* Developed C++, MFC, Windows/Unix server applications as well as API interfaces for instant and wireless messaging. Applications included OLE and COM object interfaces for integration with third party applications.
* Oracle Database Design: Core database for managing and reporting on global operations. Developer of large scale implementation of data warehouse for business operations.
* Implemented Oracle PLSQL for manufacturing applications and ER models in Oracle CASE.

**Environment: SunOS, Apple Mac, Oracle Case, Business Objects, CVS, MS Visual C++, Visual Studio 1.0.**

**Software Engineer  
Atlanta Falcons Football Club, Atlanta, GA. 1991 - 1992**

* Engineered: NFL - “Automatic-Monday” for statistics reporting to Public Relations departments.
* Gameday solutions for coaches, grounds, equipment, ticket, manager of systems used on game day by NFL Officials for the Atlanta Falcons.

**Environment: MS-DOS, Macintosh, VMS, MS Windows 1.0.**

**EDUCATION**

**Georgia Institute of Technology, College of Computing**

**Master’s Degree, Computer Science, 1993.**

Student Senate

**University of Florida, College of Engineering**

**Bachelor’s Degree**, **Computer and Information Engineering Sciences, 1991.**

Minor in Mathematics

**PATENTS**

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| Patents: | US Patent #6,256,008 – Wireless Screen Saver |

**PROFICIENCIES**

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| Languages: | C#, .NET Core, AngularJS, Javascript, C++ Java, WPF, Silverlight, C, JScript, Perl, Winforms, XML, XML, PHP, .Net, ASP.NET, Unix, Linux, T-SQL, PL-SQL, ADO.NET, WCF, HTML5, Web Services, Soap, Ajax HTML, JQuery, Powershell, VB. |
| SOA: | REST, WCF, CORBA, Web services, SOAP, RPC, IPC. |
| Systems: | Windows Linux, .NET4.5, .NET5.0, Kernel Programming, LAMP, J2EE, Cygwin, Automake, VSTO, Telerik, Cognos. Node.JS. |
| Databases: | SQL Server TSQL, SQL Profiler, Oracle PSQL, Oracle XML DB, Oracle, Oracle CASE, Business Objects, MySQL, Crystal Reports, OLAP. |
| Agile: | Certified Scrum Master, Scrum Alliance. |
| Version Control: | TFS, Git, SVN, CVS. |
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