

ROBERT F. WHEELER

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EXECUTIVE PROFILE

Information Technology * Software Development * Strategic Planning

A senior level hands on Information Systems manager with proven ability to combine broad-based technology, moving up through the ranks as a developer then working my way into the business and operational side, gaining team management expertise implementing corporate-wide technology solutions that meet the evolving Information Technology and office automation needs of an expanding organization, while maintaining my hands on development activities. I have a very strong technical background with the ability to move into new areas rapidly. I have the ability to bridge the gap between technical and business areas. Skills include:

- Database development
- Technical Project Management
- JIRA/Confluence
- Django 2.x
- Python 3.6/7
- Linux
- Nginx
- Azure deployments /Automation
- Lean Product Development
- Azure Pipeline CI/CD

Member Greater Hartford Django/Python Users Group: Always open to hearing about great opportunities. I am the executive responsible for coming up with a company's technology strategy, leading engineering and technical teams, and ensuring we are using our tech resources most effectively. I oversee product development and engineering. Current Stack: Django/Python (2.1.5, 3.6/7), Azure, Javascript, JQuery, nginx, Linux, IOS, Apache, BASH

EXPERIENCE

NYDLA.ORG CTO Advisor/Presenter/Python Podcast Instructor

6/01 - Present

Servicing 300+ of the Fortune 1000 and 46% of the Schools of business, and their alumni.

The NYDLA mission: To support a global forum dedicated to the exchange of ideas and information between corporate, academic, and government professionals, concerning the issues and technological changes in the field of Digital, Distance or "e-Learning" and evangelize how TBLS (Technology Based Learning Systems) can be utilized to improve human performance. At its core, the NYDLA epitomizes the fusion of knowledge, technology and talent on a global basis.

Refluence, Inc. (Technology sold in 2017)

5/2013 – present

- Developed, tested and debugged software tools utilized by client
- Coded test programs and evaluated existing engineering processes.
- Designed and configured database and back end applications and programs.
- Performed research to explore and identify new technological platforms.
- Collaborated with internal teams to convert end user feedback into meaningful and improved solutions.
- Resolved ongoing problems and accurately documented progress of Python/Django project.
- Documented each piece of every project
- Setup and ensured the following of the proper development methodologies

As a startup, developer of the re:fluence content distribution application. re:fluence identifies the social media communities that surround thought leaders and uses advanced data science and big data methodologies to extract meaningful patterns of engagement and thematic content. re:fluence is able to analyze the content of your distribution and suggest changes that will give you the best chance of success.

re:fluence then provides you with the ability to contact those social accounts with the highest probability of sharing and engaging with your content. We model a richer and more intuitive scoring and recommendations engine.

Our recommendation i-score(tm) measures per topic relevance in using the distribution of content and follower relationships over time. Our recommendation engine selects the most relevant users for a topic based on the distribution of content and follower relationships over time. Worked with clients such as CVS, TARGET and WALMART. IOS prototype using Xcode and Swift.

**Chalkdust Consulting
Contract Consultant**

4/2013 – 12/2013

Lead the Social marketing development maintenance teams for the **Estee Lauder / Clinique** family of international web sites. Ensuring that all activities related to refresh of each site is completed and any and all engineering tasks associated with refresh are complete. Site includes all international as well as domestic Clinique sites. Worked with **Ralph Lauren** procuring and setup of DAM/CRM enterprise systems for corporate wide inventory and tracking initiatives. Worked and vetted such DAM vendors as MarkLogic, North Plains Telescope, Canto, NetX and customer build systems by Infosys. Performed extensive research and setup criteria to insure a fit into the RL organization, then performed the architecture and scalability design functions. TECHNOLOGY: .NET, ASP.NET,

**Acronym Media, Inc
Chief Technology Officer**

3/2012 - 4/2013

Predominantly responsible for all activities relating to the development and implementation of the Keyword Objects SaaS platform. keywordobjects™ is the first-of-its-kind Enterprise Keyword Management™ (EKM™) solution built to aggregate, organize and analyze keyword data for what it really is: a rich source of unparalleled consumer intelligence. Pulling insights from both organic and paid search efforts, as well as web analytics and nearly an unlimited variety of alternative marketing inputs. All with Unlimited Keywords. Clients see literally hundreds of thousands if not millions of keywords. Also responsible for budgeting and maintaining budgets to coincide with revenue projections. Responsible for managing the technology infrastructure and vendor relationships. Primary accomplishments were instituting a Lean Product Development regime as well as introducing Agile development methodologies that provided consistent and verifiable improvements in the development process. PHP/MYSql

SEOMetrics (2nd startup - SOLD)

Founder

9-2010 – 2/2013

Product that provide SEO managers and consultants with an aggregate dashboard that provided analytics surrounding their customers SEO campaigns. Member of a 7 person international team developing a web application interface for Search Engine and Social Media dashboard. Developed in Open Source using PHP native technologies, including JQuery and the Ubuntu staging, test and application servers. The team used an iterative/agile approach with unit tests and weekly beta testing, including daily SCRUM calls. The application uses an MySql database and native open source framework. Implemented the Automated API process to gather data via cron jobs curl calls. Product to be released in Feb., 2012. Project includes managing overseas development team (Israel). Integration included custom CMS system for client and legacy systems integration. Documented all project plans including In-Scope and out of Scope items. Responsible for building SQL test scripts and queries for development testing. Product source code was sold to a large media agency in NYC.

LAZ Karp Associates, Hartford, CT.

Project Manager

9/2009 – 9/2010

Accountable for directing the information and data integrity of the enterprise and its groups and for all Information Technology functions of a 5000 employee, \$600M enterprise. This includes all data centers, technical service centers, production scheduling functions, help desks, communication networks (voice and data), computer program development, and computer systems operations. Responsible for maintaining the integrity of all electronic records of the enterprise. Lead on all application development efforts and hands-on in those efforts, including .Net and Sharepoint. Implemented Epicor ERP package and FRx reporting package as a conversion from SBT. TECHNOLOGY: .NET, ASP.NET, C#

Reviews all computerized and manual systems; information processing equipment and software for acquisition, storage and retrieval; and definition of the strategic direction of all information processing and communication systems and operations. Provides overall management and definition of all computer and communication activities within the enterprise including responsibility for providing a leadership role in the day to day operations of the Information Technology functions as well as providing direction as the enterprise grows through internal growth and external acquisition.

Interacts with the executive management team to monitor and validate the enterprise's compliance with its security policies under PCI guidelines. Responsible for the PCI effort of all garage locations within the organization.

**Harvey Nash Business Solutions Group for Hearst Magazines. New York, NY
Offshore Practice Director – 6 month Project Management Contract Assignment**

3/2009 – 8/2009

Responsible for directing the offshore programming projects for Harvey Nash Solutions Group in the Tri-State area. Primary local liaison for the Vietnamese development group working with customers such as Hearst Magazines. Developed an Order to Cash Advertising system for magazines under the Hearst Umbrella such as Good Housekeeping, Country Living, Food Network Magazine and all other magazines with the Hearst Group using WAMP Environment and Drupal custom help system. Project lifecycle management from requirements elicitation to database design, data migration, UML development to application development and delivery. Agile Project methodologies used to manage the project with off shore development team (Vietnam). Architected using SOA methodologies. Reviewed schemas for plausibility, script creation for data outputs, Agile / Scrum methodology to manage sprints. Implemented the JIVE-N collaboration application throughout the app development area integrating with email and MS-Office.

IUOE Local 478 Health Benefits Fund – A Taft Hartley Fund. Hamden, CT.
CIO

2/2007 – 11/2008

- Project Managed the conversion of our in house/home grown Fund Management system running under VB/SQL to VB.NET/ORACLE. Over a period of 2 years, PM methodologies were used to establish stakeholders, users and vendors to complete the migration. SCRUM techniques were incorporated to manage the migration as well as elicitation techniques to such as ethnography, collaboration and high and low fidelity prototyping for this 5000 member, \$500M managed asset union organization. Critical system integration and build for Pension planning and institutional retirement planning system.
- A very hands on, technical position to include directing and managing computing and information technology strategic plans, policies, programs, and schedules of computer services, network communications, and management information services to accomplish organizational goals and objectives.
- Direct the information and data integrity of the company. Develop strategic plans and implement the objectives of the information technology needs of the company to ensure the computer capabilities are responsive to the needs of the company's growth and objectives. Develop and establish operating policies and approaches for computing and information technology.
- Evaluate overall operations of computing and information technology functions and recommend enhancements. Advise senior management on strategic systems conversions and integrations in support of business goals and objectives.
- Prepare enterprise objectives and budgets to facilitate the orderly and efficient capture, storage, processing, and dissemination of information. Interact with company managers on internal and external operations that are impacted by the capture, storage, processing and dissemination of information. Review and approve major contracts for computing and information technology services and equipment. Ensure the security of the information systems, communication lines, and equipment. Committed to protecting all member data relating to HIPAA and D.O.L standards.
- Oversee the development, design, and implementation of new applications and changes to existing computer systems and software packages. Responsible for the development, review, and certification of all back-up and disaster recovery procedures and plans. Identify emerging information technologies to be assimilated, integrated, and introduced within the company. Heavy concentrations on SQL reporting, including T-SQL and Crystal reports development and LMS (Learn.com).
- Assess new computing technologies to determine potential value for the company. Oversee ongoing improvements and the feasibility of system enhancements. Establish company infrastructure to support and guide individual divisions/departments/sites in computing and information technology efforts. Establish and implement short- and long-range departmental goals, objectives, policies, and operating procedures. Serve on planning and policy-making committees. TECHNOLOGY: .NET, ASP.NET, VB.NET

ANSONIA COPPER AND BRASS, INC. Ansonia, CT.
I.T. Director

5/2004 – 2/2007

- Recruited to oversee and manage the enterprise-wide technology systems for this 150 year old company. Reporting directly to the President and being very hands on technically, designed and implemented an entirely new infrastructure.
- Over a period of 2 years, developed a corporate wide VB.NET application while working with BPM/ERP consultant and internal programmers. The application integrated data from the BPM/ERP system allowing for product coming into the plant to be measured and tested as well as provide samples prior to production. This system was the backbone of the organization for producing metal within proper specifications and integrated tightly with the BPM/ERP system to produce financial data and material tracking and alignment with the customer ordering system. The use of BPM methods to manage and develop this application was critical to the success of the system. This iterative approach included the use of SCRUM methodologies and in some cases, straight RAD AGILE techniques.
- Previous technology surrounding the organization was outdated and inefficient. Implemented new wiring structure and new server technology to include backup capabilities, email and vpn. Implemented a web based email system, web based reporting, providing for searching, sorting and exporting capabilities to management previously unavailable and difficult to obtain. Worked hand in hand with ERP/MRP consultant to complete ERP system migration from beginning to end successfully, converting a 10 year old UNIX system to a new Windows based ERP system, including data and software conversion.
- Implemented plant wide handheld capabilities for data collection, replacing outdated Terminal based system connected to a RISC box. This new system provided senior management with reporting data to more effectively run the business. Implemented business needs operations within ERP/MRP to enable the company to realize the benefits of automated data collection, reducing manual reporting with automated system reporting, increased customer profile information reducing accounting and pricing adder errors. Introduced a new Intranet utilizing SharePoint for document management and collaboration that integrated directly with search tools, office tools, reporting tools and ERP system.
- Heavy concentrations on SQL reporting, including T-SQL and Crystal reports development.
- Introduced inventory availability via internet for customers prior to ordering. Currently implementing live chat to assist in customer guidance and increased ordering efficiency. Implemented policies on IT monitoring and disaster recovery. Implemented Firewall and mission critical security monitoring and intrusion detection.
- Maintain and monitor automated daily backup with off-site storage capability and retrieval. Personally built and implemented a new corporate intranet based on SharePoint and .NET. Implemented up to date back office software and technology resulting in increased productivity and reducing manual efforts and support.
- Implemented T1 point to point capabilities between locations. Direct and create the development and test engineering efforts. Develop short and long term development and infrastructure strategies. Direct the compliance of test development and support. Assist in the preparation of project

schedules and managing the project's compliance in approved schedules. Responsible for the recruiting, hiring and management of personnel for the group.

SIGNATURE TECHNOLOGY GROUP (a unit of Signature Advertising, Cheshire, CT.)

7/2003 – 4/2004

Contract

- Responsible for all technical integration and software development including preparing for and attending sales meetings, post-sale follow-up and planning for and overseeing technical integration issues during client engagements. Make ongoing recommendations regarding hardware, networking and security; and monitor and manage web hosting facilities engagement. Working with CEO and application and design development teams for evaluating high-level technology projects, strategies, and solution development needs.
- Establish priorities, determine scope, identify financial resources required, and deploy the right resources to meet corporate and customer goals and objectives.
- Evaluate and make recommendations for solutions and various platforms that contribute to improvement of business processes, products, and results. 70% Hands-on development utilizing ASP, SQL, HTML, Notes (Aprix), JavaScript, Java, and Flash.

D'ARCY MASIUS BENTON & BOWLES (unit of Publicis SA- NY, New York)

3/2001– 4/2003

Vice President, Enterprise Web Development, Global Web Services.

Application Architecture and Planning

- Recruited to turn around and stabilize current web technology environment. Charged with Global Internet/Intranet/Extranet web services and web development efforts for a global advertising organization of more than 6700 FTE's and annual revenues of \$10B within the business unit and global efforts under holding company umbrella employing close to 40,000 FTE's and annual revenues of \$40B.
- Charged with building a dynamic web technology development team responsible for development and support of all web-based automation and web services with a managed budget of \$1M including vendor and software evaluations. Worked with various interactive business units to elicit requirements, design, prototype test and build interactive sites for such clients as General Motors, Heineken and Wendy's using both front end and back end technologies utilizing Project Management methodologies with CSDP components for project. Worked closely with IT Infrastructure groups to ensure a strong tiered development effort transitioning to production.
- Provided front office technology to a severely deprived organization regarding web technology. Created value-added sites that directly relate to client activity, bringing value to the organization quickly. All sites were integrated with the idea of buying/building a global portal from the bottom up, reversing the trend of top down business technology initiatives. Brought in project under budget and on time while predecessor group spent \$3.5M over 2 years without achieving project goals.
- Led group in working closely with end-users and senior management to design, develop, test and implement new web-based applications, and to develop new features and functionality in existing applications. Technologies and platforms used include ASP, VBScript, JavaScript, HTML/DHTML, BizTalk (XML) VB, COM/COM+, T-SQL and MSSQL Server and Macromedia Flash running under IIS.
- Directed support of current web-based systems by redesigning systems to provide increased functionality and usability, and accessibility utilizing local, staging, development and production environments.
- Lead Team in utilizing relational database architecture, design, and development practices employing the use of multi-tier web architectures, and OO design patterns and concepts with an adherence to defined delivery timelines. Managed multiple large-scale projects within a short development cycle. Projects were managed using Waterfall and Spiral methodologies utilizing CMM and Six Sigma methodologies.
- Presented a **Global Portal Initiative** to Sr. Management to "combine" all intranet/extranet sites into an architecture that included Digital Asset Management System (DAM), workflow processes and portal technology. Presentation included ROI information and immediate P&L impact. The presentation was a result of 3 months of teamwork with the D'Arcy CIO, Regional IT Director, and Application Services leader. A "world tour" commenced each person travelling to the "main" region to meet with Presidents of Business Units to determine feasibility. Presentation was met with high regard and presented to CEO D'Arcy.
- Partnered with Gartner to produce ITOA (Information Technology Operating Analyses), Capability Maturity Models to produce a granular growth model for IT services, such as management of hardware and software, operations, software maintenance and development, key process areas needed for a mature IT service provision.
- Designed and developed the following web applications utilizing processes previously created and instituted at the Enterprise level.
- **Global New Business Web Site** provided Global New Business asset management and retrieval. Capabilities included categorized searching mechanisms and user security based upon "role". System handled worldwide creative work and executive status reports for "in-process" new business pitches. Asset uploads were handled by region with point of contact for that region. Role based security provided for upload to that region only.
- **Global Information Systems Knowledge Management** provided global knowledge management and contact information worldwide. System is the main administrative site that controls all contact information for all other D'Arcy sites.
- **Human Resources Skills and Experience System** provided Global HR the capability to determine key employees and their skill sets along with salary information and previous employment history. Financial reports were used by Global CFO to determine salary information based upon region.
- **D'Arcy World Wide Internet site** which linked several virtual sites to accommodate New Business pitches for client viewing. Linked site to Global Information Site for contact and office information.
- **QuickPlace Account Team Sites** for Global Account Team Management collaboration among clients.

DATICON SYSTEMS, INC., Gales Ferry, CT.

4/2000-1/2001

Director, Information Systems

- Oversaw a staff of 20, running 3 shifts (operations). Managed network group, programming group and operations staff. Reported directly to CEO. Primary responsibilities included serving as a member of the management team for developing and implementing all IS & IT policies, systems, networks and strategy, both internally and externally.
- This included IS Operations, IS Network Services, Network Security, Information Technology, Web Systems, Business Systems, Application Development and Process systemization in a litigation, document support environment.
- Heavy emphasis on Systems Auditing providing for support to both current and future IT/IS service and support systems. Provided the systems for customer support to an increasing customer base while maintaining quality in a 24/7 hands-on, production environment.
- Led vendor interaction and coordination of internal project teams.

EDUCATION AND TRAINING

- Trinity College, BS Computer Science
- Worcester State College
- Johns Hopkins University - Certificate, Data Science
- Univ. of Maryland, European Division, University College
United States Air Force
- Private Pilot ground schools - 40 hours
- In-Flight Pilot Training - Over 100 hours
- Volunteer Pilot for rescue and humanitarian efforts including Homeland Security via Civil Air Patrol

Private Pilot

Member AOPA (Aircraft Owners and Pilots Association)

Proud and upstanding Veteran, United States Air Force – Honorably discharged, 1988

Proud Son of a WWII Marine @Iwo Jima

Drove across China with several Russian and Chinese friends to investigate lost heritages of Praying Mantis Kung Fu

Praying Mantis and Six Harmonies Disciple

Traveled across Europe from 1982-1984(England/Spain/France/Scotland/Wales/Ireland/Belgium/Luxembourg)

Married, 2 boys, 2 cats and a dog – the fish died

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www.robwheelercto.com

Languages: English and Mandarin Chinese (conversational)