Martin Miles – Solution Architect / Sitecore MVP

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Education:	*Masters Degree in Computer Science, BSUIR (1999 - 2004)*
Availability:	*Available for <u>contract only</u> Sitecore-related opportunities in London area.*

· *I am a Sitecore Expert and .NET technical architect involved in the production of enterprise web and mobile applications, with 15 years of overall commercial development experience.*

· *Since 2010 I am working exclusively with Sitecore as digital platform. With excellent knowledge of Experience Platform and Experience Commerce I took part in more than 20 successful implementations, producing user-friendly and maintainable systems for my clients.*

· *Well versed in the latest web technologies, experienced in using Agile, eXtreme programming techniques, implementing SOLID principles, TDD, continuous integration lifecycle I am equally comfortable working on solo or large-scale team projects, easily supporting other developers' code.*

Sitecore skills and competencies

Excellent knowledge and expertise of Sitecore <u>Architecture</u> and scalability practices helps to implement best bespoke configuration of Content Management (CM), Content Delivery (CD) and database servers, ensuring session management through load balanced environments and working all together in DMZ-enabled environment.

Know and implement Sitecore features and best practices up to **version 9.2**, including modern development approaches - **SXA** and **JSS**, as well as **Sitecore Commerce 9.***

Identifying <u>Performance</u> bottlenecks across the solution, finding the roots of issues using metrics and counters as well as configuring appropriate Sitecore caching.

Develop solutions with <u>Experience Editor</u> (EE) as the first-class citizen tool for users' convenience, extend its functionality, customise Rich Text Editor with profiles, styles and ready-to-use snippets helping to improve end users' experience.

Creating templates and structuring <u>data</u> with emphasis on integrity and re-usability.

Focus on automated build process and <u>Continuous Integration</u> with TeamCity / Jenkins and <u>Continuous Deployment</u> with Octopus Deploy; Performing Sitecore version upgrades eliminating breaking changes impact.

Know and implement <u>Media Library</u> best practices, store the date in database or filesystem, applying external CDNs in order to improve performance.

Implementing <u>Workflows</u> and versioning in order to create approval, reviewing and publishing processes in compliance with organisational standards and requirements.

Implement <u>Multi-language</u> solutions with adequate language fallbacks.

Developing modular Sitecore solutions driven by <u>Helix principles</u> with <u>MVC</u>, <u>Glass Mapper</u>, code generation and dependency injection in order to improve testability and minimize dependencies.

Implement TDD / BDD process and cover Sitecore solutions with both unit and integration <u>tests</u>, with test layer becoming an additional layer of documentation.

Working with both <u>Unicorn</u> and <u>TDS</u> (Team Development for Sitecore) in order to achieve maximum productivity for serialization Sitecore items under source control.

Wide range of <u>Security</u> configurations for Sitecore including arranging users into roles, assigning permissions, security hardening, all forms of authentication, single sign-on, working with active directory, password policies, penetration testing, etc.

Implement best of <u>xDB</u> (or xDB Cloud) Analytics – setting up Campaigns with various Goals for assessing Engagement, use Experience Profile and Path Analyser.

Implementing websites with dynamic rules-driven and profile-based <u>Personalization</u>.

Rely on <u>Sitecore PowerShell Extension</u> (SPE) as the most advance tool for ultimate automation of day-to-day activities, most of which do not have a user interface.

Widely use <u>Sitecore 9 Forms</u>, customising it in many aspects, including integration with 3-rd party external services; previously experienced with <u>WFFM</u> module.

Understanding Sitecore <u>pipelines</u>, extending default functionality with custom code.

Use of .NET <u>Reflection</u> for disassembling original Sitecore libraries in order to understand CMS internally and guarantee my solution code is platform compliant.

As an existing <u>Sitecore MVP</u>, benefit from Early Access Program for new versions actively participate in adoption of new Sitecore features and provide feedbacks.

Back-end competencies

Proficient in .NET 4.7 and .NET Core with C# and ASP.NET MVC

Both Microsoft Azure PaaS and IaaS cloud services

Use Visual Studio and VS Code as the primary IDEs, with productivity plugins, such as ReSharper, dotPeek, Sitecore Rocks, etc.

Day to day usage of version control systems: GIT, Team Foundation Server, SVN.

Write nice and clean code in compliance with SOLID Principles and with support of IoC / Dependency Injection libraries: Unity, Castle Windsor, Simple Injector and PostSharp.

Use a variety of tools for continuous Integration & deployment, such as MsBuild / WebDeploy, TeamCity + Octopus Deploy, leverage automation with PowerShell in full

Practice TDD development with unit testing and mocking frameworks as well as integration testing self-documenting chain of BDD + Specflow + Selenium.

Use Microsoft IIS as a primary web server, with its most popular modules (ie. URL Rewrite), being able to setup and configure server, enable HTTPS with SSL

Integrate 3-rd party services into existing solutions as well as other DevOps activities

Strong knowledge of Microsoft SQL Server (2005 – 2017) including Transact SQL and stored procedures, being able to setup server, implement security, replication, etc.

Design and implement restful services with WebAPI – creating endpoint, documenting, Postman and Swagger tools; Reverse engineering 3-rd party webAPI calls with Fiddler

Operate with database on both low-level ADO.NET and popular ORM libraries such as Entity Framework, Dapper. Made own ORM for nicely working with st.procs on GitHub

Front-end competencies

Implementing designs into working responsive code to produce clean cross-browser HTML / CSS

Experienced with specific HTML5 standards - Canvas, background worker, local storage, web sockets, drag'n'drop, etc.

Experienced with modern CSS3 features, such as media queries, transition, animation, transforms, as well as pre-processors

Produce clean, object oriented (OO) JavaScript code, gaining maintainability, modularity and reusability - knowledge of language and specific patterns.

JavaScript frameworks and libraries: Angular.JS, JQuery, TypeScript, etc.

Other

Flexible to work under most popular methodologies such as Agile, Scrum, Kanban, Waterfall and with any bug tracking / project management tool (preferably Jira).

Knowledge of Network Protocols: HTTP, HTTPS, TCP, UDP, DNS, SOAP, network security, routing.

Virtualisation / Containers: Azure, Windows Server, Hyper-V, Docker, Active Directory.

Media & Social API integration: Google Maps, Facebook API, Twitter API.

Payment Gateways integration: WorldPay, Authorize.NET, PayPal, others.

Ability to communicate on both the technical and non-technical level.

EMPLOYMENT / EXPERIENCE

RSSB (NETWORK RAIL) - SITECORE ARCHITECT / LEAD DEV

Project:

RSSB Platform *(Nov 2018 – Jul 2019)*

Technologies: Sitecore 9.1, Sitecore Commerce, SXA, Helix, Azure PaaS Sitecore Topology deployment model, SPE, Unicorn, Visual Studio 2017, Docker, MVC, JSS, Team City, Octopus Deploy, VSTS, GIT, IIS

Key Responsibilities:
- Plan architecture and topology for solution delivery into Azure PaaS
- Translating functional to technical requirement in detail.
- Evaluating and implementing SXA and JSS along with Sitecore Commerce 9, refactoring successful PoCs into the actual solution
- Develop complex rules-based subscription model for content and assets, easy to maintain by business users
- Plan, document and perform content migration from legacy website
- Setup DevOps delivery & engagement; use virtualisation with Hyper-V, Docker, Azure VMs
- Leveraging analytics for solution-wide personalisation
- Intensive automation with PowerShell (both OS and SPE)
- Create developer guidelines, train and mentoring remote and onsite team members

Description: Initially being a not-for-profit organization owned by rail industry stakeholders (Network Rail), RSSB passed through digital transformation expanding into B2C segment for distributing digital assets to individuals. I was responsible for designing and implementing the technical solution using best practices in both Sitecore XP and XC web application development regarding security, maintainability and scalability. Apart from architectural activities, this assignment required working fully hands on implementing designed solution as a team lead managing and mentoring both onsite and remote team members. This role also required quite intensive client communication including regularly presenting to the board.

WESLEYAN - SITECORE ARCHITECT / LEAD DEVELOPER

Project:

Wesleyan Helix Platform *(Nov 2017 – Dec 2017)*
Wesleyan Careers *(Jan 2018 – June 2018)*

Technologies: Sitecore 9.0.2, Helix principles and architecture, SXA, Unicorn, Visual Studio 2017, MVC, Glass Mapper 4, Team City, Octopus Deploy, VSTS, Azure PaaS, GIT, IIS, Agile / Scrum

Key Responsibilities:
- Plan architecture and topology for the solution delivery
- Set up two independent lines of CI / CD: Team City + Octopus deploying to Azure VM and purely VSTS releasing into 5 PaaS envs.
- Plan, document and perform version upgrade strategy
- Become the first developer ever integrating Sitecore 9 with Helix into the same multisite platform
- Lead and develop Careers website
- Create developer guidelines and train team members on Helix and new Sitecore features
- Create a custom workflow, set up appropriate roles and permissions for content team
- Plan, document and implement separation of content items lifecycle from the definition items (as per Helix principles)
- Work with QA team on automated integration/regression testing
- Create numerous PoCs, evaluate their suitability for the solution

Description: Wesleyan is a financial services Assurance Society that provides products to professional groups – notably GPs, hospital doctors, dentists, teachers and lawyers. My responsibilities included providing technical design leadership with the selection of appropriate Sitecore technologies as the part of large digital transformation, revamping the whole Wesleyan website family with Sitecore platform.

HOMESERVE PLC. - SITECORE SENIOR DEVELOPER

Project:

HomeServe USA *(Jan 2017 – May 2017)*
HomeServe Spain *(Jan 2017 –March 2017)*
Service Line Warranties of America website *(Apr 2017 – July 2017)*

Technologies: Sitecore 8.2, Helix principles architecture, Unicorn, Visual Studio 2015, MVC, Glass Mapper, Octopus Deploy, GIT / GitHub / SourceTree, IIS, Payment gateways, Agile / Scrum, SPE

Key Responsibilities:
- Develop highly-structured and testable code implementing Helix architecture with best Sitecore practices and development patterns
- Take ownership over existing codebase provided by external offshore agency and rework it into common Helix solution.
- Unite and rework 3 independent Sitecore solutions (with complicated dependencies) under the same Helix "umbrella"
- Work in globally distributed multi-team Agile environment with complicated communication channels and task delivery scheme.
- Share and (re)organize knowledge and technical decisions with globally distributed team members using Confluence and Jira
- Integrate Enterprise Service Bus a part of multi-tier data Service Oriented Architecture
- Creating Commerce feature, integrating it with payment systems. implementing best practices (proper architecture with scalability and failover, continuous deployment, automation
- Taking part in planning sessions, help business professionals to understand scope better, provide risks / estimates for new features
- Develop easy-to-change code due to dynamic "live spec" workflow.

Description: This contract assignment appeared to be one of the most technically advanced challenges in my career, working in a rapidly evolving environment with a highly skilled in-house development team of 4 Sitecore backend and 3 frontend developers plus one more the remote team. My role required revamping several legacy solutions under the same Helix platform along with introducing analytics features and personalisation.

CANNES LIONS FESTIVALS - SITECORE DEVELOPER

Project:

Cannes Lions Festival website *(Oct 2016 – Jan 2017)*
Eurobest Festival website *(Oct 2016 – Jan 2017)*

Technologies: Sitecore 8.2, Helix architecture, Azure Cloud, TDS, MVC, Glass Mapper, WFFM, EXM, Octopus Deploy, Salesforce via S4S, GIT, BitBucket, IIS, Payment gateways, Agile / Scrum

Key Responsibilities:
- Integrate Sitecore with Salesforce for two-way lead data exchange
- Provide payment integration: card gateways, PayPal, bank payment
- Help to migrate existing solution into Sitecore 8.2 implementing best practices (proper architecture with scalability and failover, continuous deployment, automation
- Implement seamless hybrid authentication on a new Helix-based website fully supporting existing users from family of legacy websites (.NET and Cold Fusion) including syncing and merging profile data + CRM stats from Salesforce, as well as for newly registered users
- Audit existing codebase for the previous version of Eurobest website, taken from external agency

Description: Cannes Lions Festival is a website for a global event for those working in the creative communications, advertising and related fields. It is a short-term development contract to address a specific list of tasks helping permanent development team to keep pace with their delivery schedule.

VITALITY HEALTH - ARCHITECT, LEAD DEVELOPER

Project:

Vitality website	*(Nov 2014 – Jun 2016)*
PruHealth website	*(Sep 2014 – Jun 2016)*

Technologies: Sitecore 8.1 with ASP.NET MVC 5, xDB Cloud, TDS, Glass Mapper, WFFM, Selenium, Octopus Deploy, Continuous Integration with Jenkins, PowerShell, Chocolatey, GIT / TFS, IIS, ProGet, Visual Studio, Agile / Scrum

Key Responsibilities:
- Obtain technical ownership of existing codebase and architecture.
- Plan and perform Sitecore major version upgrades from 6.6 to 8.1
- Implement best of Sitecore practices on existing websites
- Provide ideas, POCs, estimations and project planning for the client
- Document existing implementation incl. new features done by me
- Introduce WFFM and train business members to use it and get data
- Introduce, interview and "land" new team members into projects
- Introduce and apply Sitecore Analytics features into existing project
- Identify and resolve performance bottlenecks
- Provide comprehensive trainings for the non-technical staff
- Introduced "Know Your Customer" prediction of high traffic peaks
- Implemented multiple 3-rd party service calls through 3-TIER DMZ
- Introduce continuous deployment process in compliance with the best industry standards as a part of automation process

Description: Vitality Health is a UK-based company specialising in private medical insurance. My role at Vitality involved taking technical ownership from an offshore agency, providing and documenting a comprehensive audit of existing codebase and implementing best Sitecore practices, in close cooperation with business stakeholders. I've implemented most of new features between version 6.6 and 8.1 – from indexes to xDB Cloud, as well as best Sitecore ecosystem modules, like WFFM and PowerShell Extension, SEO modules, etc.

As the result project benefited from implement auto-publishing by workflows, relocating static media content into CDN, website scalability, enabling Analytics features (tracking, personalization, engagement, multivariate testing), reduced traffic and CPU load of CD boxes several times.
I have been in charge of interviewing new team members and providing trainings to them and non-technical members of staff.

BLUE RUBICON – ARCHITECT, SENIOR DEV.

Project:

Blue Rubicon Ecosystem	*(Nov 2013 – Jun 2014)*
Blue Rubicon Website	*(Apr 2014 – Jun 2014)*

Technologies: Sitecore 7.2 with ASP.NET MVC 5, SQL Server, C#, integration and unit tests, Selenium, MsTest, HTML5, CSS3, jQuery, VS2013, IIS, Specflow, Batch / PowerShell scripting, Social Network API, JavaScript, Angular.JS, Advanced security

Key Responsibilities:
- Code ownership, full project expertise.
- Transfer business requirements into working testable code
- Architecture with emphasis on performance and extensibility
- Maintain infrastructure – setup continuous integration, batch scripting, auto-backups, virtualisation and test environments.

Description: Ecosystem is centralized knowledge repository for Blue Rubicon, designed for concurrent work of at least 200+ company employees. It covers absolutely all pieces of information required company daily routine – clients, projects, employees, internal business processes and supporting document flow, messaging system etc. There is also "Learning" section – a multi-level system with 300+ training modules. Ecosystem is automatically available to all logged user from intranet (AD), and also to remote workers upon authorization.
Additionally, I've created a public facing company website residing on the same Sitecore instance.

MANCHESTER CITY F.C. (via Aqueduct) – SITECORE DEVELOPER

Project:

Family of Manchester City F.C. websites	*(Aug 2014 –Sep 2014)*

Technologies: Sitecore 7.2 with ASP.NET MVC, WebAPI, C#, SQL Server, MsTest, HTML5, JavaScript, Brightcove platform, IIS, Visual Studio, Jira

Key Responsibilities:
- WebAPI for native mobile clients to exchange data with Sitecore
- Implement video over HTTPS
- Implement registration via 3-rd party membership provider
- Produce performance-critical production code for high traffic site

Description: MCFC.com is an award winning high-traffic website for a premier League football club Manchester City. The scope for this 1-month-long contract demanded producing 3 functionalities for the solution:
Implemented WebAPI endpoints in order to allow content authors creating and re-using client with Sitecore for native mobile applications (Android and iOS). Developed supporters' registration via 3-rd party external membership provider over secure channel. Also implemented integration with Brightcove video cloud over HTTPS.

HEINZ – SITECORE DEVELOPER

Project:

Heinz Baby Website	*(Aug 2013 – Nov 2013)*

Technologies: Sitecore, C#, JavaScript, ASP .NET, SQL Server 2012, TDD, jQuery, CSS, VS2012, Angular.js, Jenkins

Key Responsibilities:
- Business analysis, defining requirement and acceptance criteria
- Full lifecycle development – both front end and back end
- Migrating data from existing website run on Umbraco CMS

Description: HeinzBaby.co.uk is a website for Heinz infants nutrition product line, with new business requirements and complying to modern web standards. It contains information about 150+ baby nutrition products as well as recipes, expert's advice and Baby Club available for registered users with complicated data structure.

EUROMONEY – SENIOR DEVELOPER

Project:

Midas	*(Feb 2013 – Apr 2013)*

Technologies: Sitecore with MVC, Lucene indexes, BDD with Specflow, Selenium, SQL Server, C#, Visual Studio, MsTests, HTML5, jQuery, VS2012, IIS, PowerShell, Jira

Key Responsibilities:
- Develop MVC environment for multisite (80+ targets) publishing
- Produce clean and TDD / BDD test-covered code
- Setup security layer for the projects
- Disassemble and analyse native Sitecore code (reflection)
- Provide clean and accurate documentation on the projects

Description: Euromoney is a family of online magazines focused on business and finances. Midas is a powerful publishing tool for Euromoney built on top of Sitecore and designed to publish across 80+ media websites.
Midas was one of most advanced Sitecore project for that time, with 3 Sitecore MVPs in a team, building a project with an approach that became industry standard few years later.

SAGA GROUP - SENIOR SITECORE DEVELOPER, TEAM LEAD

Project:

Titan Travel, Titan Agents;   *(Mar 2011 – Nov 2011)*
Titan Private Hire; Titan Drivers

Technologies: Sitecore, SQL Server 2008, C#, TDD, JavaScript, jQuery, ASP.NET MVC3, Google API, Visual Studio 2010, NUnit, TeamCity, XSTL markup, AJAX, ADO.NET, EF, Load Balance, iPad

Key Responsibilities:
- Train the team with Sitecore features, functionality, architecture
- Coordinate team efforts, arrange meetings, present results etc.
- Develop 4 websites residing in the same Sitecore instance

Description: Titan Travel is big travel company within Saga Group. I completed 4 projects for the organization: Titan Travel – the main company's website, is required to be well suited for senior people aged over 50. Titan Agents - website for more than 6000 agents and tour resellers. Titan Private Hire - additional service for booking dedicated escort to airport / any location as an addition to tours. Titan Drivers - CRM for drivers and contractors involved in Private Hire.

METROPOLITAN MUSEUM OF ART (COGAPP) - DEVELOPER

Project:

Metropolitan Museum of Art   *(Jan 2011 –Mar 2011)*

Technologies: Sitecore, SQL Server 2008, ASP.NET MVC 3, C#, Multithreading, TDD, MsTest, JavaScript, jQuery, CSS, VS2012, AJAX, ADO.NET, IIS 7.5, TeamCity, Subversion

Key Responsibilities:
- Design and develop DB containing a collection of museum objects
- Automate the DB population from various formats
- Integrate solution into Sitecore via custom data provider

Description: Metropolitan Museum of Art (NYC) has collection of 900,000+ items which was provided in 1000+ sources of various formats - large XML files, other databases, Excel spreadsheets, JSON and others. Given all that as an input, I managed to unify formats, designed solid database optimized for production performance, generate bespoke data migration scripts from these types of sources into the DB, added UI and integrated into Sitecore. It resulted in ready-to-use database integrated into Solution and managing tools console.

OTHER ACTIVITIES

Being recognised as **Sitecore MVP** (Most Valuable Professional) and an active contributor of Sitecore community in general, I take part in all major event related to the platform – an annual Symposium in USA, MVP Summit, SUGCON Conferences in Europe, also organise and attend Sitecore User Groups across the United Kingdom sometimes as a presenter. Taking part in annual worldwide Sitecore Hackathons – producing decent piece of functionality in just 24 hours, including the documentation.

Apart from that, I author a Sitecore-related blog and few community-related projects like Sitecore Link – an ultimate aggregator of Sitecore knowledge base (please see below). I have a habit of helping other developers on **StackOverflow** (my profile is: http://stackoverflow.com/users/5125707/martin-miles) and Slack channel.

SITECORE DISCUSSION CLUB

I am a founder, organizer, and sometimes a sponsor of Sitecore Discussion Club – a new revolutionary approach to Sitecore offline activities. Traditional User Groups have numerous drawbacks that I decided to address and improve. The club operates invite only (however free of charge) membership scheme and welcomes only those best and willing to commit and learn, including MVPs and Sitecore employees.

Sitecore Discussion Club runs on a monthly basis in central London. We discuss the hottest topics of the Sitecore world, do lightning talks and try to do various "what-if" unusual Sitecore use cases. Please read about it at the club website http://Sitecore.Events

MY SITECORE BLOG – "EXPERIENCE SITECORE"

Since Sitecore has a big number of useful features, working with the platform can bring you to a such variety of use cases, that it is almost unreal to cover by official documentation. Nevertheless, Sitecore can boast a decent community of professionals and enthusiasts, who run the technology in multiple ways and share their experiences and outputs with others. Most frequently, this is done in form of technology blogs run by digital agencies and individuals.

I am authoring Sitecore blog as my commitment to the community. Majority of posts are related to my recent experience with the platform. I also use it to affirm my findings and document them for a future reference. Blog is located at http://blog.MartinMiles.net and got 10,000+ hits this year, helping 7,000+ professionals.

SITECORE LINK

I have created the most complete collection of Sitecore Links ever to exist (featuring blog posts, official documentation, question from StackOverflow website, videos, etc.) personally reviewed and classified with more than 16,000 entries, located at http://Sitecore.Link. It took enormous amount of time to get them from multiple varieties of sources, reading and classifying each of articles. Now the project has powerful management console, great automation for absorbing new data and is regularly updating! In addition, I have introduced an annual Sitecore Community Award driven by the figured from this project with 3 nominations for the most productive authors. This project is now being rebuilt with Sitecore JSS.

SIFON

This is another pet project of mine that however carries an ultimate potential for doing DevOps with Sitecore XP and XC. Out of the box it allows making backups and restoring XP and XC as easy as couple clicks. But the real power comes from the community support by creating and sharing plugins, dramatically simplifying day-today activities. For example, one may create Docker images of Sitecore solution from GUI in one just click, usage scenarios are nearly unlimited. Sifon can target multiple local and remote instances (including VMs) switching between them by changing active profile from dropdown.

SITECORE TELEGRAM

Telegram is known as not just a secure and convenient messenger, but also as a decent publishing platform with increasing popularity. That is why I created a channel in order to share the most important news for Sitecore technical professionals, mostly developers and architects.
With few hundreds of subscribers, the audience is ever growing. The channel can be accessed at https://t.me/SitecoreTelegram

CERTIFICATIONS

SITECORE	Sitecore Experience Commerce 9 Certified Professional Developer
SITECORE	Sitecore Experience Commerce 9 Essentials Training Certification
SITECORE	Sitecore 9.0 Certified Platform Associate Developer
SITECORE	Sitecore XP 8.0 Certified Professional Developer
SITECORE	Sitecore 7.0 Certified Professional Developer
SITECORE	Sitecore 6 Certified Professional Developer
MICROSOFT	Microsoft Specialist - Azure Infrastructure Solutions
MCPD	Microsoft Certified Professional Developer
MCTS	Microsoft Certified Technology Specialist
MCSD	Microsoft Certified Solution Developer
MCAD	Microsoft Certified Application Developer
MCP	Microsoft Certified Professional

AWARDS

SITECORE MVP 2019	Sitecore Most Valuable Professional (Technical)	*https://mvp.sitecore.com/MVPs/2019*
SITECORE MVP 2018	Sitecore Most Valuable Professional (Technical)	*https://mvp.sitecore.net/mvps/2018*
SITECORE MVP 2017	Sitecore Most Valuable Professional (Technical)	*http://www.sitecore.net/mvp2017*