



# Benjamin J Ford

*Senior Manager  
Hallandale Beach*

## Profile/Background

## Key project experience

### Digital Fitness Assessment

Solution Architect and Technical Lead  
02/01/2018 –

Defined the solution architecture and technology stack to support the global rollout of the DFA 2.0 build. Worked closely with Design, UX, Strategy, and Technology teams to define the features and capabilities of DFA 2.0. Helped define, document, and deploy a Global Hosting Support Model with support for issue prioritization and resolution, service continuity and security, and disaster recovery strategies.

### BizBox

Technical Lead  
– 06/30/2018

Co-architected custom ecommerce solution, enabling BizBox customers to purchase products/services online. Led technical efforts in defining/implementing microservice architecture to support commerce offering. Worked with client/partners to define & integrate partner services to extend product catalog.

### AN Kiosk Pilot

Technical Lead and Lead Developer  
– 09/30/2017

Solution Architect for Kiosk Pilot. Implemented overall solution architecture, led and contributed to the development efforts. Met regularly with technical

## Industry expertise

- Automotive
- Retail and Consumer
- Education - Regional/State/City

## Education

- Bachelor of Arts, Computer Information Systems  
Florida Atlantic University

## Professional credentials

- ServiceNow Certified Implementation Specialist
- Certified Scrum Master (CSM)
- Adobe Developer
- ITIL Foundation

## Areas of specialization

- API Management Tools
- SiteCore Online Marketing
- Sitecore
- Microsoft Visual Studio
- Microsoft C#
- Microsoft - ASP .NET
- .NET Framework
- MongoDB
- Microsoft Cloud - Azure
- Node.js, Express
- Node.js
- SQL Server
- SQL
- Microsoft Windows
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Access
- .NET Reflector



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and marketing leads to foster alignment and ensure awareness throughout solution development. Worked closely with SDC China resources.

#### **AN.com Personalization**

Technical Lead and Lead Developer  
– 09/30/2017

Led the technical efforts in implementing a new set of features that empowered content authors to easily create, manage and personalize marketing content. Worked with the team to complete outstanding features. Collaborated with technical and marketing leads to ensure cross-channel alignment.

#### **Sitecore CMS Redesign and Platform Upgrade**

Technical Lead and Lead Developer  
– 12/31/2016

Technical Lead and lead Sitecore developer. Spearheaded collaboration/processes of both the PwC and TI technical teams. Performed client demos and user training. Defined and led the content migration strategies, and worked with SDC china to execute them.

#### **Open Day Microsite**

Technical Lead and Lead Developer  
– 05/31/2016

Both led, and contributed to, the technical efforts of the of the ACU Open Day microsite, along with supporting APIs for the companion native App. Provided technical leadership and continuity between the Sitecore and native app development teams. Led end-of-sprint client demos for microsite.

#### **Sitecore Replatform**

Solution Architect and Technical Lead  
– 10/31/2014

Led the technical efforts to re-platform a leading retail franchise's web application from Drupal to Sitecore. Migrated over 1 million active users, and developed/implemented advanced integrations with external user management and reservation systems. Integrated Sitecore Commerce, with personalization

- Software Development Lifecycle (SDLC)
- Azure DevOps
- Adobe AEM, CQM

#### **Languages**

- English

#### **Prior professional experience**

- Anton Systems, Inc., Business Application Specialist

Prior to joining PwC, Benjamin had more than 7 years of experience as a Business Application Specialist - developing and integrating software with various CRM, IT Service Management, and Property Management systems. He has also developed products for church and small business uses.



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capabilities, to provide guests with online ordering and fulfilment services.

### **Automotive Finance Mobile Web App**

Technical Architect/Developer

– 03/31/2014

Technical lead and lead developer for a Fortune 500 automotive company launching a new, mobile website leveraging the Sitecore CMS platform. This initiative includes the integration of existing web services, allowing its customers to manage and make payments on a financed account from an iOS or Android device. He has also served as the technical liaison for both the client and internal PwC contacts.

### **Social Intranet Portal**

Technical Lead

– 12/31/2012

Technical lead and lead developer for a Fortune 500 retail corporation implementing an internal social portal where associates can share their experiences working with the company. The solution is built on the Ektron CMS platform, and leverage web services (via a custom API) which can be consumed and extended by various divisions of the corporation.

### **CMS Personalization and Redesign**

Technical Architect/Developer

– 12/31/2011

Technical lead and lead developer for a higher education group looking to collapse over 100 disparate sites into one site. The project included the development of a tool which migrated a large curriculum catalogue from the existing to the new site; eliminating the need to manually re-enter the data for hundreds of course offerings. The key feature of this project is the implementation of behavioral targeting; displaying custom content and media based on a visitor's "intent". Leveraging custom personas, tags, and geo-location data, we are able to determine "intent" based on browsing behaviors.



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