



NORMAN ALBUSBERGER

Economist and Consultant in Berlin, Germany
Diplom Volkswirt

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WORK EXPERIENCE

2016-NOW

Freelance Consultant in IT & Strategy, different companies

Software-Development, Interim-CTO, IT Project Management, CEO Advisory & Coaching, Marketing Setup, Strategic Marketing, Portfolio Analysis, Administrative and Legal Management Support, Coaching in Agile Methods & Tools, Requirementsengineering, Scrum Master

2006 – 2016

Executive Partner, CTO

Changing the company legal status to an incorporation, PROfiFLITZER GmbH
revenue in 2015: 5.5 million Euro
27 employees, approx. 800 permanent freelancers
April 2016 exit

2004–2006

Company Launch, Startup PROfiFLITZER GbR, Founder

Start setting up the agency and beginning the development of the business intelligence, setup marketing & sales

EDUCATION

2002 – 2015

Degree Course Economics, University of Technology Berlin Diplom Volkswirt

Economics of Network Industries and Informational Goods,
Strategic IT Management, Mobile Communications & Ubiquitous Computing

2000–2000

6 month traineeship in a publishing company, Berliner Lokalnachrichten Verlag

1998–1999

Military, Headquarters Allied Land Forces Schleswig-Holstein and Jutland

1995–1998

A level, Kurt-Tucholsky Oberschule

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KNOWLEDGE

Management

- Over 12 years experience in leadership business administration, business development and decision making under uncertainty
- Disciplinary leadership skills
- Strong knowledge in Strategic Marketing
- Management of agile engineering teams
- Responsibility for over 25 employees
- Coordination of service providers in the sectors IT, Taxes and Law, Marketing and Design, Public Relations
- Passion for Strategic IT Management

Finance

- Extensive knowledge in corporate accounting and corporate taxes (German law only)
- Experience in stock exchange and public equity investment

Hardware and Infrastructures

- Experience in the setup and administration of virtual clusters (especially VM Ware ESXi private cloud) and webserver e.g. Apache, Nginx
- Experience in management und setup of Microsoft Active Directories, group policies, DNS, Exchange Server from version 2007, TMG und other Microsoft business server products
- Linux server setup and administration especially Debian, Ubuntu, CentOS
- Setup and administration of MySQL master-slave cluster replications
- Experience with MS Azure, Kamp DHP,

Digital Ocean and other IT infrastructure providers

- Security best practices for server protection

Software Development

- Expert knowledge in HTML5, CSS3, SCSS
- Expert knowledge in PHP, JavaScript: Node.js, jQuery, ES6 and ES2017 standard
- More than 12 years experience in object-orientated programming and design patterns
- Design and development of large MVC and CRUD Web-Apps
- Over 10 years experience with MySQL
- Basic knowledge in XAML, C#, Cocoa Framework (Objective C)
- Experience with document based databases especially MongoDB
- Experience with various frameworks and resources for software development such as Zend Framework, Symfony Framework node-express, npm, handlebars, Bootstrap 3 & 4
- Experience with API based webservice
- Experience with Xcode and development of iOS applications
- Experience with GIT and other resources for repo-management and deployment.

Design Expert Knowledge

- 14 years experience with Adobe Photoshop (first steps with version 4.0)
- 10 years experience with Adobe Illustrator (first steps with version 8.0)
- 14 years experience with Adobe Indesign (formerly Pagemaker)

OPEN SOURCE PROJECTS and PUBLICATIONS

Bootstrap 5 Boilerplate

Boilerplate for training purposes with Webpack as build engine, [Bootstrap-5-Webpack-Github-Project](#)

WasabiLib

AJAX module for ZF2, <http://www.wasabilib.org>

npm-flash-messenger

Flash Messenger module for Node.js – Express Applications
<https://www.npmjs.com/package/flash-messenger>

wasabilib-for-node

Node.js porting of wasabilib

<https://www.npmjs.com/package/wasabilib-for-node>

Determinants of Diffusion of Virtual Reality Paperback – April 12, 2017, English

ISBN-10: 1521046883

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PROJECTS

PRofiFLITZER GmbH, Founder, CEO/CTO ([NorthData](#))

Staff Management Agency & Services
(5.5 Mill revenue, 27 employees)

2006–2016 Founder, Executive Partner, CTO

Responsibilities

- Business Development
- Management
- IT

Tasks

- Description of a communicable product and service portfolio
 - Development of a Corporate Identity
 - Creation of successful marketing measures and selection of tools
 - Introduction of a Customer Relation Management System (CRM)
 - Strategic Consulting
-
- Founding and basic company setup
 - Development of a Corporate Identity
 - Aquisition of first clients (Fujitsu–Siemens, Philips)
-
- Changing the company's legal status to an incorporation (GbR, GmbH)
 - Starting the development of an web–based SaaS Platform to handle the company's externally contracted staff
 - Goal: Connecting all party interests, Recording all relevant activities of external staff and all contractual information for reporting and verification
 - Technologies: PHP, MySQL, Python
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- Setup of a Microsoft server (on real hardware) environment with Microsoft Active Directory, Microsoft Exchange Server for internal purposes.
 - Technologies: MS Windows Server 2003, MS Exchange Server 2003, MS Forefront, HP Proliant Servers
-
- Development and Integration of a tool for generic surveying and survey reporting
 - Technologies: PHP, MySQL
 - Reorganizing the company's structure into accounting, project management, IT
 - Defining tasks for each unit
 - Renewal of employment contracts
-
- Development and Integration of a photomonitoring solution for reporting and verification purposes
 - Integration of an automated invoice and billing system in order to reduce accounting costs
 - Technologies: PHP, MySQL

- Supervision of a Bachelor Thesis: Development of a criteria-based recommender system for unbiased recruitment
- Migration of external IT infrastructure from hardware servers to virtual servers
- Setup and migration of a virtual master/slave replication cluster 96 database tables, approx. 50 mill. records
- Technologies: VMWare Bare Metal Hypervisor vSphere esxi
- Migration of internal IT infrastructure from hardware to virtual servers
- Update of all Microsoft Servers
- Migration from SPoF Active Directory to redundancy
- Implementation of an highly secured Email system against spam and malicious software by setting up a smart host solution (relay host)
- Technologies: Microsoft Exchange Server 2007, Debian, Postfix, Amavis, Spam-Assassin, Dell Power Edge Servers, Dell Powervault, VMWare vSphere esxi
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Solfas Technologie GmbH, Berlin

Engineering & Production of Heavy Electrical Equipment
(2.3 Mill. revenue, 21 employees)

2016–now Mandated Consultant

Responsibilities

- Strategic Marketing Setup,
- Product Portfolio Management
- Company Development
- CEO Advisory

Tasks

- Description of a communicable product and service portfolio
- Development of a Corporate Identity
- Creation of successful marketing measures and selection of tools
- Introduction of a Customer Relation Management System (CRM)
- Strategic Consulting

Results

- Website Relaunch
- Usage of Google Ads and qualified SEO
- Introduction of product catalogs
- Regular participation in exhibitions (especially CWIEME) as an exhibitor
- Introduction of agile methods and tools (SCRUM, Kanban) for the software teams
- Attended development of a new product/system platform
- Invention of a reengineered and modernized system control software
- approx. 30% revenue growth since 2016

PROJECTS en Détail

| | | | |
|-----------|-------------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2004-2006 | PROfiFLITZER GmbH | Founder | <ul style="list-style-type: none"> • Founding and basic company setup • Development of a Corporate Identity • Aquisition of first clients (Fujitsu-Siemens, Philips) |
| 2006-2007 | PROfiFLITZER GmbH | CEO/CTO | <ul style="list-style-type: none"> • Changing the company's legal status to an incorporation (GbR, GmbH) • Starting the development of an web-based SaaS Platform to handle the company's externally contracted • staff • Goal: Connecting all party interests, Recording all relevant activities of external staff and all contractual • information for reporting and verification • Technologies: PHP, MySQL, Python |
| 2008 | PROfiFLITZER GmbH | CEO/CTO | <ul style="list-style-type: none"> • Setup of a Microsoft server (on real hardware) environment with Microsoft Active Directory, Microsoft Exchange Server for internal purposes. • Technologies: MS Windows Server 2003, MS Exchange Server 2003, MS Forefront, HP Proliant Servers |
| 2009-2010 | PROfiFLITZER GmbH | CEO/CTO | <ul style="list-style-type: none"> • Development and Integration of a tool for generic surveying and survey reporting • Technologies: PHP, MySQL • Reorganizing the company's structure into accounting, project management, IT • Defining tasks for each unit • Renewal of employment contracts |
| 2011 | PROfiFLITZER GmbH | CEO/CTO | <ul style="list-style-type: none"> • Development and Integration of a photomonitoring solution for reporting and verification purposes • Integration of an automated invoice and billing system in order to reduce accounting costs • Technologies: PHP, MySQL • Supervision of a Bachelor Thesis: Development of a criteria-based recommender system for unbiased recruitment |
| 2012 | PROfiFLITZER GmbH | CEO/CTO | <ul style="list-style-type: none"> • Migration of external it infrastructure from hardware servers to virtual servers • Setup and migration of a virtual master/slave replication cluster 96 database tables, aprox. 50 mill. • records • Technologies: VMWare Bare Metal Hypervisor vSphere esxi |
| 2013 | PROfiFLITZER GmbH | CEO/CTO | <ul style="list-style-type: none"> • Migration of internal it infrastructure from hardware to virtual servers • Update of all Microsoft Servers • Migration from SPoF Active Directory to redundancy • Implementation of a strong secured Email system against spam and malicious software by setting up a smart host solution (relay host) • Technologies: Microsoft Exchange Server 2007, Debian, Postfix, Amavis, Spam-Assassin, Dell Power Edge Servers, Dell Powervault, VMWare vSphere esxi |

PROJECTS en Détail

| | | | |
|-----------|-------------------------------|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2014-2015 | PRofiFLITZER GmbH | CEO/CTO | <ul style="list-style-type: none">• iPhone App/Android App Lead Development.• Technologies: xCode, Cocoa, Android |
| 2014-2015 | CIARIA GmbH | CEO | <ul style="list-style-type: none">• Management/ Devolpement of a marketplace with integrated video/audio advisory for products.• Technologies: PHP, Zend Framework, SocketIO, Shopware |
| 2016 | kumkju GmbH & Co.Kg | Software Engineering | <ul style="list-style-type: none">• Development of of a SaaS service for managing digital signage devices.• Technologies: nodeJS, handlebars, HTML, mongoDB |
| 2016 | Solfas Technologie GmbH | Mandated Consultant | <ul style="list-style-type: none">• Strategic Marketing Setup,• Product Portfolio Management• Company Development• CEO Advisory |
| 2017-2018 | Solfas Technologie GmbH | Mandated Consultant | <ul style="list-style-type: none">• Team Lead, Scrum Master• Development of a control software for test equipment on transformers, chokes and stators• Technologies: Visual Basic.NET, Entity Framework, XAML, FPGA |
| 2019 | Solfas Technologie GmbH | Mandated Consultant | <ul style="list-style-type: none">• Qualified SEO for company website• Introduction of product catalogs• Introduction of regulary newsletters using MailJet• CEO Advisory |
| 2020 | kumkju GmbH & Co.KG | Software Engineering | <ul style="list-style-type: none">• Development of an SaaS for managing service staff• Technologies: PHP, Symfony 5, TypeScript, GraphQL, mySQL, HTML, Bootstrap |
| 2020-2021 | Babymarkt GmbH | Software Engineering | <ul style="list-style-type: none">• E-Commerce Frontend-Engineering• Technologies: Twig, HTML, SCSS PHP, Symfony 3, Bamboo, Jira, Confluence |
| 2020-2021 | Tradebyte GmbH (Fatchip GmbH) | Software Engineering | <ul style="list-style-type: none">• E-Commerce API description with OpenAPI 3.0 |

TECH SKILLS

Programming Languages

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|--------------------------------|-----------|--------------------------------------------------------------------|
| PHP (8 preferred) | >10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| JavaScript (ES 2017 preferred) | >10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| C# | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Objective C | 2 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Python | <1 year | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Type Script | 1 | <div><div></div><div></div><div></div><div></div><div></div></div> |

Markup, Styles & Textual Systems

| | | |
|----------------------|-----------|--------------------------------------------------------------------|
| HTML (V.5 preferred) | >10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| YAML | >10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Markdown | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Latex | 5 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| JSON | 5 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| CSS | >10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| SCSS | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| XML | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| XAML | 1 year | <div><div></div><div></div><div></div><div></div><div></div></div> |

API

| | | |
|------------------|---------|--------------------------------------------------------------------|
| Rest | 5 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| GraphQL | 2 year | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Open Api/Swagger | 1 year | <div><div></div><div></div><div></div><div></div><div></div></div> |

Template Engines

| | | |
|------------|---------|--------------------------------------------------------------------|
| Handlebars | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Twig | 2 years | <div><div></div><div></div><div></div><div></div><div></div></div> |

TECH SKILLS

Frameworks & Libraries

| | | |
|---------------------------|---------|--------------------------------------------------------------------|
| Zend Framework (v.2) | 5 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Express Node.js | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Symfony 5 | 1 year | <div><div></div><div></div><div></div><div></div><div></div></div> |
| jQuery | 5 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Cocoa | <1 year | <div><div></div><div></div><div></div><div></div><div></div></div> |
| .net | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Twitter Bootstrap (3/4/5) | 5 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Mongoose | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |

Operating Systems

| | | |
|------------------------------|-----------|--------------------------------------------------------------------|
| Windows | >10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| MacOS | >10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Ubuntu, Debian (without GUI) | >10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Windows Server | 5 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Rasperian | <1 year | <div><div></div><div></div><div></div><div></div><div></div></div> |

Administration

| | | |
|--------------------|-----------|--------------------------------------------------------------------|
| Apache | >10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| MS Exchange Server | 5 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| VMWare | 5 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Nginx | 1 year | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Wordpress | 5 years | <div><div></div><div></div><div></div><div></div><div></div></div> |

TECH SKILLS

Databases

| | | |
|-------------|------------|--------------------------------------------------------------------|
| mySQL | > 10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| mongoDB | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| SQLite | 1 year | <div><div></div><div></div><div></div><div></div><div></div></div> |
| MSSQLServer | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |

IDE's

| | | |
|------------------|---------|--------------------------------------------------------------------|
| Zend Studio | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| PHPStorm | 9 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| NetBeans | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| WebStorm | 5 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Eclipse | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| XCode | 1 year | <div><div></div><div></div><div></div><div></div><div></div></div> |
| MS Visual Studio | 3 years | <div><div></div><div></div><div></div><div></div><div></div></div> |

DTP & Design

| | | |
|-------------------|------------|--------------------------------------------------------------------|
| Adobe Illustrator | > 10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Adobe Photoshop | > 10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Adobe Indesign | > 10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |

Office

| | | |
|---------------|------------|--------------------------------------------------------------------|
| MS Excel | > 10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| MS Word | > 10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |
| MS PowerPoint | > 10 years | <div><div></div><div></div><div></div><div></div><div></div></div> |