



NORMAN ALBUSBERGER

Economist and Consultant in Berlin, Germany
Diplom Volkswirt

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WORK EXPERIENCE

- 2016-2020 **Managment Consultant, Solfas Technologie GmbH**
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, PProfiFLITZER GmbH
revenue in 2015: 5.5 million Euro
27 employees, approx. 800 permanent freelancers
April 2016 exit*
- 2004-2006 **Company Launch, Startup PProfiFLITZER 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**

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 and 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 webservises
- Experience with Xcode and development of iOS applications
- Experience with GIT and other ressources 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)

Languages

- English fluent
- Russian basic knowledge

OPEN SOURCE PROJECTS and PUBLICATIONS

Bootstrap 5 Boilerplate

Boilerplate for training purposes with Webpack as build engine, [Bootstrap-5-Webpack-Github-Project](https://github.com/norman-albusberger/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

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, aprox. 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)

2016-2020 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

| | | |
|--------------------------------|-----------|--|
| 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 | 1 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> |