Grow within a thriving organization
Product Development with impact,
Direction and motivation to succeed.
Experience in growing ideas into Products.

# Jeffrey P. Vermeer

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## Vermeer Algorithm Ltd., Toronto
### Director and Lead Developer, 2002-2012

[career]

Mentored by R. Brock Hansler, then-president of Giesecke & Devrient Software Solutions and pioneer of software interfaces for bank note and coin processing technologies.
Founded business providing time-sensitive, results-based software development and project management
Serviced G+D Software Solutions, Macy*s/Federated Department Stores, BMO Bank of Montreal, Brink's Canada, Cybertrack and NASCAR, Iconica Communications et. al.

### SQL, Matlab, C++ — Foreshadow Demand Forecasting Suite

Foreshadow is a modular system with 3 independent statistical optimization and forecasting methodologies that predict future demand patterns and interchangeable pre- and post processing, business intelligence and reporting functions at the server.
Development focussed on modularity, interoperability and inheritance, with MVC design, allowing core forecasting components to be used in inventory management systems for bank vaults, branches and applications outside of banking operations.
In 2006, Implemented in BMO Bank of Montreal ABM and field services to modernize AIM solution; project ended in 2011 after more than a decade of ultra-low prime interest rates and BMO outsourcing ATM cash management.

### C++, FoxPro, C#, MS Access — CashTalk & Retailor.NET

Supported and developed retail backroom software from Giesekle & Devrient Software Solutions and Macy*s/Federated Department Stores; developed Retailor.Net software, both integrating hardware automation with security and accounting software.
Managed product releases for mission-critical application, servicing over 80 retail locations across the western United States.

### VB6, MSSQL, Matlab, C++ — Automated Inventory Management (AIM)

Gathered technical and business requirements and led development of the client-side GUI for ABM cash inventory management software.
Assumed responsibility for BMO from the original project developer and provided long-term support and development services.
Developed reports and tools for accounting, inventory shortage forecasting, user performance, delivery optimization and cash savings.

### Web-based Solutions for Business

2009-2011 Designed and developed site, marketing materials and integrated Xsliva POS into webstore for The Fairies Pyjamas (thefairiespyjamas.com) clothing line, working to grow their Facebook Group from 326 (2009) to 7650+ (2013).

2008-2009: Deployed (PHP/MySQL) customization of open-source CRM for automation of billing, accounting and designer time-tracking, as well as MLS listings gathering and management systems for REALTOR websites for Iconica Communications.

2002-2004: Provided emergency project management and code rescue for Cybertrack Inc. (GA) for 10 high-traffic NASCAR driver sites; In PHP/MySQL, implemented online store for Job Gibbs Racing, resolved longstanding technology issues with AOL and FeffGordon.com

1998-2000 Developed front-end technologies and Flash-based promotions (ASP, MSSQL, Flash) for Travelex PLC., now the world's leading retail currency exchange.

Software architect and product developer, experience in cultivating the lifecycle of solutions for banking, retail cash processing and real estate marketing.

Verbose, precise and professional communication skills bridging into identity and presentation, technical marketing and documentation.

Leadership in project management.

The Medium is the Method.