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William Michael Caldwell

michael@flourpowerstudios.com**3123 Canoe Brook Parkway, Raleigh, NC 27614****(919) 889-5989**

Summary:

A uniquely experienced and successful software development leader who has designed and developed many different types of business software applications, websites and systems over the past 19 years, and who has lead teams and organizations to consistent and predictable high performance, seeks a leadership position in creating high-value enterprise software systems and technology platforms for a dynamic and growing business.

Michael has designed, developed and maintained a wide variety of applications and systems in different industries, including digital marketing, healthcare, insurance, finance, telecommunications and logistics.

Michael has 19 years of experience creating and evolving all types of software, including web sites, apps, and services, daemons, agents, desktop UIs, libraries, microservices and web platforms, REST APIs, OLAP and OLTP schemas and databases, and ETL pipelines.

Michael has worked in many different technologies and languages, including Java, Spring, PHP, MySQL, Javascript, Node, React, jQuery, jQueryUI, HTML5, CSS3, SQL Server, C#, VB.NET, ASP.NET, JSON and REST.

Michael is an expert and leader in writing "clean code" and building highly maintainable and testable software by leveraging enterprise patterns and frameworks, best practices and principles, and modern tooling and processes, which lead to repeatable and predictable project success.

Michael excels at migrating and improving existing apps, databases and whole systems, thereby evolving them into maintainable and modern software systems which follow best practices and patterns and leverage appropriate technology. Cloud-native, platform-independent, '12-factor' apps don't have to be built that way from scratch: You can start with whatever you've got, and "get there", without breaking any customer experience along the way. Michael can show you how.

Michael is a skilled and experienced product developer and manager, able to seamlessly combine product requirements, analysis and design with the software development process. For Michael, software development *is* product development plus software engineering. This approach arises from his years as a software development consultant as well as his years of experience as an entrepreneur in other industries.

Michael's formal education in the humanities and social sciences, and unusual prior experience in sales, marketing and business ownership, gives him insights, perspectives, wisdom and capabilities which he leverages to solve technical and business challenges within the field of software development and the profession of software engineering and architecture.

Michael is a talented and experienced software engineer, architect, product developer and manager, as well as a counselor, coach and leader.

Education

B.A. with Distinction – The University of North Carolina at Chapel Hill, 1993.

- Member, Phi Beta Kappa
- University Honors Program, taking 15 or more Honors courses
- Fellow of the College of Arts and Sciences.

Experience

Software Development Experience Summary

- Customer portals, dashboards and API platforms
- Content management and generation systems
- Messaging engines and gateways
- Reporting and document delivery systems
- RESTful web service development and Microservices architecture
- Database schema development, redesigns and migrations
- Custom software frameworks
- Workflow and orchestration services
- Line-of-business operations and management systems
- Application reform and refactoring
- Legacy systems integration and replacement
- Insurance, legal and accounting applications
- Clinical and Medical (EHR) systems
- Digital Advertising and Campaign Management

Software Development Work History

Principal Software Engineer II, Principal Software Engineer, Senior Software Engineer

Netsertive, Inc.**Morrisville, NC****April 2011 – present**

Developed new web applications, services, API platforms, libraries and backend automation apps, adding new features to existing apps and sites, creating new databases, automation, content generation systems, and reporting systems for various digital ad technology needs, such as account and campaign management, client reporting and self-service portals, notifications and alerts, and digital advertising platform/network API access.

Provided technical leadership and mentoring to the entire software engineering team of approximately 40 professionals in RTP and St. Petersburg, Russia. Involved in all aspects of sprint planning and delivery using Agile/Scrum. Served as scrum master and/or team lead for several delivery teams. Actively involved in the hiring process for engineering and product team members. Has organized the Weekly Architecture Meeting for years, where any engineer can present a topic of interest. Has himself presented many technical, design and other professional topics to the organization. Once taught 10 non-Engineers how to program, through a several month long course meeting three times a week, allowing them to add minor features and fix bugs in existing apps. Currently actively involved in business and product development strategy, and consulting with all company executives.

Technologies used include Java, Spring and Spring Boot Frameworks, PHP, JavaScript, React, Redux, HTML, CSS, Node.js, JQuery, jQueryUI, MySQL, MongoDB, MVC, REST, Docker, Kubernetes, Apache, Tomcat, Eclipse, IntelliJ, JSON, JSON-P, Bash, PHPUnit, JUnit, Jira, Confluence, Bitbucket, Jenkins

Three-time Company Annual Award Winner: Innovation Impact - 2016, Total Ownership - 2015, Excellence in Client Satisfaction - 2011

Senior Software Engineer**MED3000****Raleigh, NC**

December 2008 - April 2011

A lead developer in maintaining a large and complex Electronic Medical Record product. Directly responsible for significant new functionality in this web-based system. Also developed a configurable message delivery engine to handle prescription coverage eligibility, medication history, and formulary transactions and data feeds. Lead developer for a new Practice Management product we acquired. Actively involved in the hiring process for additional engineering team members.

Technologies used include ASP.NET, ASP (classic), SQL Server 2005, C#, .NET Web and Windows Services, Visual Studio 2008 and 2005, MSMQ, JavaScript, DHTML, XML, AJAX, XSLT, TFS.

Senior Software Engineer**Motricity, Inc.****Durham, NC****October 2007 – Nov 2008**

Performed a major refactoring of a large, complex and strategically important mobile games engine, making it maintainable again and preventing likely catastrophic failure. Also developed major extensions to the Gateway/BST messaging system for performance, reliability, and feature improvements. Created and maintained several test clients and simulators. Served as a technical leader and key member of the architecture team.

Technologies used include C#, VB.NET, .NET Web and Windows Services, Visual Studio 2005, ASP.NET 2.0, SQL Server 2005, MSMQ, all major .NET APIs, JavaScript, DHTML, JSON, VSS, NUnit.

Senior Consultant**Vaco Technology****September 2005 – October 2007**

Client: Investors Title Company, Chapel Hill, NC

Developed new web apps to replace a legacy system, called Eflite 2.0 and eJacket Manager, which are two mission-critical, distributed, web-based transactional systems for use by external customers, affiliated agencies, and internal branches. Developed automation services for creation of an enterprise-wide business data store, and for financial systems integration. Redesigned and migrated databases using innovative data transformation applications. Lead a team of three developers.

Technologies used include ASP.NET 2.0, VB.NET, Visual Studio 2005, SQL Server 2005 and 2000, ADO.NET, JavaScript, HTML, DHTML, AJAX, .NET Remoting, Surround Source Control, TestTrack Pro.

Senior Software Developer**Tapco Underwriters, Inc****Burlington, NC****January 2003 – June 2005**

Extraordinary success in designing, developing, and deploying a series of software systems that automated many previously manual business functions, dramatically improving employee productivity, replacing legacy applications, modernizing customer and partner communications, thus enabling my employer to grow rapidly and become one of the most outstanding companies in its industry. Started work as a contractor (please see below).

Technologies used include VB.NET, SQL Server 2000, Active Reports, C#, ASP.NET, ADO.NET, Visual Studio 2003, Visual Source Safe, .NET Remoting

Software Developer Consultant**Eliassen Group, Inc.****March 2002 – Jan 2003**

Client: Tapco Underwriters, July 2002 – January 2003

Developed numerous custom software apps to increase worker productivity, improve customer service, automate workflow, and replace difficult to maintain legacy systems.

Technologies used include VB.NET, SQL Server 2000, Crystal Reports, .NET Web Services

Client: RBC Centura, Rocky Mount, NC, February - June 2002

Developed a materials, equipment and security access request site to be used by all Centura Bank employees.

Technologies used include ASP.NET, VB.NET, Visual Studio.NET, SQL Server 2000

Client: Stone Building Supply, Raleigh, NC, January - March 2002

Designed and developed a Job costing and budgeting application for the Construction Division of Carolina Builders. Analyzed business requirements and created requirements document, project plan, project schedule, test cases, and other documentation. Developed import module, user interface, and reports.

Technologies used include Microsoft Access 2000 and Microsoft Word 2000.

Software Developer Consultant**Eagle Vision Software****April – July 2002****Client: Baker Roofing, Raleigh, NC.**

Developed a data-driven business intelligence intranet site that interfaces with an existing vehicle GPS tracking system. This was my final client project in a series of projects over a successful three-year period as a consultant/sub-contractor with Eagle Vision. Please see additional Eagle Vision client work below.

Technologies used include ASP.NET, VB.NET, Visual Studio.NET, SQL Server 2000, Microsoft Access 2000, Microsoft Visio.

Software Developer Consultant

Modis, Inc.

May – June 2002

Client: IBM, Research Triangle Park, NC

Maintained intranet and client-server applications that I previously designed and developed. (This was a follow-up contract for the same department within IBM. Please see previous position description with Modis and IBM below.)

Technologies used include Visual Basic 6.0, Active Server Pages 3.0, COM, DCOM, and COM+, Internet Information Server 5.0, HTML, VBScript and JavaScript, Microsoft Access 2000 and 97.

Software Developer Consultant

Blue Lizard Software

August 2001 – May 2002

Client: Duke University's Bryan Alzheimer's Disease Research Center, Durham, NC

Developed a three-tier distributed application to manage the center's clinical, autopsy, and research operations. Responsible for analyzing requirements, and designing and developing the solution, including all user interfaces, server components, and database objects.

Technologies used include Visual Studio.NET, VB.NET, SQL Server 2000, Microsoft Access 2000, Microsoft Visio, and Visual Source Safe.

Client: Abbott Laboratories, Boston, MA

Designed, developed, and tested desktop applications as extensions to Abbott's existing systems. These applications performed a variety of database and data export operations based on business logic and user-configurable options.

Technologies used include Visual Basic 6.0, Access 2000, the Windows 32 API, and Microsoft Visio.

Client: Duke University Department of Medicine, Durham, NC

Designed, developed, and tested an internet application for department employees and their supervisors to record and view monthly schedule and benefits information.

Technologies used include Active Server Pages 3.0, JavaScript, Visual Basic 6.0, and SQL Server 7.0

Client: North Carolina Prisoner Legal Services, Raleigh, NC

Helped develop a client-server information management system tracking cases, clients, billings, and staff time.

Technologies used include Access 2000 and SQL Server 2000

Client: North Carolina Dept. of Environment and Natural Resources, Raleigh, NC

Designed and developed a 3-tier distributed application for the purpose of managing North Carolina municipality construction project applications, approval processes, loans, and grants. Project was terminated due to loss of funding.

Technologies used include Visual Basic 6, SQL Server 2000, COM+, Access, Excel, and Word 2000 automation.

Software Developer Consultant

Eagle Vision Software

June – Aug 2001

Client: Structure House, Durham, NC

Designed, developed, and tested major changes to a client-server customer information management system. This involved incorporating client medical data and therapy records into the software, as well as building a custom query and reporting application. Also maintained existing applications as necessary. Migrated existing data from SQL Server 6.5 to SQL Server 7.0 and extended database schema as necessary.

Technologies used include Visual Basic 6.0, SQL Server 6.5 and 7.0, Visual Source Safe, and Microsoft Access and Word 2000 automation.

Software Developer Consultant

Modis, Inc.

July 2000 – June 2001

Client: IBM, Research Triangle Park, NC

Designed and developed an intranet system consisting of numerous ASP pages and several VB COM components and databases in order to measure and report world-wide Options and Peripherals demand forecast accuracy. IBM managers worldwide used this intranet site. Designed and developed eight other desktop, client-server, or three-tier applications to analyze business information and automate business processes.

Technologies used include Visual Basic 6.0, Active Server Pages 3.0, COM, DCOM, and COM+, Internet Information Server 5.0, HTML, VBScript and JavaScript, Java applets, Microsoft Access, SQL Server 7.0, and Microsoft Excel automation.

Software Developer Consultant

Eagle Vision Software

July 1999 – June 2000

Client: North Carolina State Education Assistance Authority, Research Triangle Park, NC

Maintained two recently developed large software applications. Finished unfulfilled system requirements for the client, added many new features and functions, and resolved numerous performance and functionality issues. Developed two additional business applications for the purpose of managing grants for a small health services student load program and for tracking delinquent computer loans.

Technologies used include Visual Basic 5.0, SQL Server 6.5, Microsoft Access, Microsoft Excel and Word automation, COM, DCOM, Microsoft Transaction Server, and Visual SourceSafe

Technical Support Specialist

Modis, Inc.

May 1998 – July 1999

Client: Cotton Incorporated, Raleigh, NC

Provided technical support, client training, software testing, on-site software installation, and database administration. Designed and developed a customer support application using VB 5.0 and Access 97.

Technologies used include Windows 95/98/NT, DOS/Basic, Visual Basic 5.0, Microsoft Access 97.

Other Experience

Co-Owner, Flour Power Kids Cooking Studios

Co-Owner, Sugar Plum Kids

2009 – present

Co-owner of a unique retail services and educational/entertainment franchise company with seven locations and major growth potential. Four studios were built from the "ground up" by us and then sold/converted to franchise locations. Three locations thus far have been sold as new franchisee territories. Additional Info: <http://www.flourpowerstudios.com>

Last year we launched a related e-Commerce culinary activity subscription box for children Additional Info: <http://www.sugarplumkids.com>

I am not actively involved in day-to-day operations of either company.

District Sales Manager

Vector Marketing Corporation

Charlotte, Durham, Raleigh NC

May 1990 – Aug 1995

Advanced from an entry-level field sales position to a regional owner responsible for all recruiting, training, team development, sales and operations. Received numerous individual and team sales awards. Received invaluable training and mentoring.

Additional Info: <http://vectormarketing.com>

Vector/Cutco does not work out for 80-90% of those who start. It worked out extremely well for me.

Multiple Sales Positions

Sept 1995 – May 1998

Sold insurance for Design Benefit Plans (Health and Life Insurance), securities for Interstate Johnson Lane (a full service securities brokerage), and office copier and printing equipment for a Xerox Corp. licensed dealer, including two weeks of training at the once-famous Xerox University in Leesburg, VA.

Additional Info: Please ask for any additional details desired.