

# Woody Pewitt

## Summary

Experienced software producer, architect and manager who has a passion for working with others to achieve outstanding results. Adept at managing and working at all levels across groups to deliver products and solutions that excite & delight customers. Endlessly curious on ways to improve systems and process to that deliver value and enhance success. Outstanding presentation skills, can present to any audience level and size. Possesses a get-it-done attitude!

## Technology

**Programming languages:** C#, ASP.NET, Visual Basic 1.0-6.0 & VB.NET, C++, MS SQL 6.5 - 2008, JavaScript, JQuery, HTML5 and MASM (and others)

**Development Tools & Applications:** Visual Studio, .NET Compact Framework, MS Office, MS Expression, MS Internet Information Server, COM+/MS Transaction Server, MSMQ, MS Proxy Server, MS Exchange Server w/Outlook, CDO and many others, Git, Octopus Deploy, Docker

**Operating Systems:** Microsoft Windows Win8/Win7/Vista/XP/2003/2000/NT/Windows (2, 3, 95 & 98), Microsoft Pocket PC 2000\2003, Windows Phone 7, Windows Mobile 5, 6, 6.1 & 6.5, DOS, UNIX

**Architecture Background:** Cloud, Bus, E-Commerce, Internet/Extranet/Intranet architecture and programming, Active X COM, Active Server Pages (ASP), Modal View Controller (MVC), ODBC (Open Database Connectivity), ADO, SQL, HTML, JavaScript

## Professional Experience

### Epic Sciences

#### Software Developer/Architect 2016 - Present

Architected and managed team that developed cloud based micro services solution to interface with external partners and internal lab management systems. Allowing lab tests to be fully automated.

### Cisco

#### Technical Architect 2015 – 2016

Worked with Cisco's partner community to integrate systems with Cisco Impact, a partner focused sales tool. The typical integration requires service integration and cloud integration. Also

have worked extensively on internal infrastructure and software architecture efforts to move internal systems to a flexible microservice based system that can be flexibly operated, monitored and maintained.

Manage various remote and local agile groups to deliver integration solutions to Cisco's partner community. All groups include full teams including developers, QA, Product Owner and scrum master.

## **Applications International Corporation**

### **Architect/Developer 2014 – 2015**

Architected long term migration plan to migrate ASP.NET Forms application that used many third party components to an ASP.NET MVC with Bootstrap and other open source available component. Worked with product management and development to improve the agile process that had largely been home grown.

Laid out architectural path to migrate applications and workloads to cloud environments to ensure availability and handle load peaks.

## **Exsilio Solutions**

### **Principal Managing Consultant 2014 – 2014**

Worked with various groups with in customers to deliver solutions that increase scalability of the business. Including bring better visibility to the sales business of customer value and opportunity by developing tools and systems that improve visibility to business.

Worked with clients to help define business metrics that bring greater value to organization. Then developed plans to develop tools that would increase visibility of progress on metric delivery while providing functionality engaging interface to individual contributors that would ensure data for each metric was collected. Each solution developed to be readily accessible cross platform and device profile using SaaS model enabling the overall organization track, manage and understand the usage and impact of each solution. Typical solutions used various Azure based services on ASP.NET using MVC pattern and various application and UI frameworks such as AngularJS & Bootstrap.

## **First American Corporation**

### **Director of Application Architecture, 2013 – 2014**

Defined and advanced the strategic vision for application development and integration technologies. Managed the portfolio of development assets (platforms and tools) from selection to adoption and through retirement, documented and facilitated their appropriate use, and provided design consulting services. Lead the definition, development, maintenance and adoption of the company's application architecture strategy as well as the application enterprise-

level road map. Manage budget, issues, risks and people to accomplish goals. Led IT and development maturity process within the organization, implemented corporate standard Software Development Life Cycle (SDLC) to bring constant visibility to the business and deliver known quality software providing measurable value to the business.

## **Telerik**

### **Developer Advocate, 2012 – 2013**

Worked to develop a new product as a startup within Telerik, which is a patent-pending Cloud-based cross-platform mobile development solution. Responsible for executing product and business strategy, including content creation through vendors, Jr. developers and on my own to gain product visibility, market recognition and product adoption. The product targeted new target markets for Telerik as part of an overall Cloud strategy for the company. Provided engineering with product guidance and product management.

Developed many functional Single Page Applications (SPA) for demonstration/education resources as well as worked on several proof of concept applications with early adopters and major customers.

## **King Schools**

### **Director of Software Development, 2011 – 2012**

Responsible for all software architecture, development and maintenance at King Schools the world's leading producer of aviation training videos and computer software. Architected and led development team to deliver the first King Schools ASP.NET MVC based HTML5 learning management platform. The first version was delivered in less than 5 months where previous development efforts to deliver a new platform had failed after over a year's effort.

## **DevExpress**

### **Technical Evangelist, 2010 – 2011**

Responsible for promoting and driving adoption of analytics products across platforms, comparing and monitoring competition. Worked as the product manager working closely with the off shore engineering group to drive features functions and future product direction.

Drove the adoption of an agile methodology to refine delivery predictability and better communication between engineering, product management and product marketing.

## **MindTouch**

### **Product Manager, 2010 – 2010**

Responsible for setting policies and procedures on product direction, setting pricing, comparing and monitoring competition. Worked closely with Engineering, Sales and Marketing to ensure overall product success in quality, perception and revenue goals. Drove effort to bring the first cloud based offering using Amazon's infrastructure.

## **Microsoft**

### **Microsoft Evangelist 2005 – 2010**

I had several different Evangelist roles while I was at Microsoft and each role focused on different audiences. All roles required being a technical expert on the .NET development platform and having a deep understanding of the competitive landscape. Communicating the value proposition of the platform and giving detailed feedback to various product groups.

#### **Partner Evangelist**

In the Developer Platform and Evangelism West Region group, covering the entire West region. Was involved in developing the new role in DPE, focusing on non-Microsoft engaged solution providers to encourage server adoption and show the benefits of running web sites in Windows Server 2008 and Internet Information Server 7. Engaged several new broad audiences including web designers & PHP developers. Created national advertising campaign to drive interest in supporting programs.

#### **Architectural Evangelist**

In the Developer Platform and Evangelism West Region group covering Southern California. Drove depth relationships with customers from all segments to gain platform adoption. Developed value proposition content and messaging for use by DPE West Region to drive adoption in the startup community and competitive audiences. Worked with many startups to ensure success with the Microsoft platform including architectural and hands-on development guidance and support.

- Worked with customers for visibility of products and solutions including press and case studies
- Developed and executed programs to gain Microsoft visibility in new audiences
- Received several awards and accolades for my outreach programs and execution
- Often consulted with enterprise customers on architectural guidance on major projects

#### **Developer Evangelist**

In the Developer Platform and Evangelism West Region group covering Southern California and Hawaii. Supported local .NET community activities and EPG customer accounts. Helped local community groups collaborate and market themselves to increase the monthly reach of the groups' meetings. Worked with local and national account teams to expose non-Microsoft customers to the Microsoft platform to drive adoption of .NET technology.

- Actively engaged the local competitive audience to affect perception change in that community. With three years of engagement in the competitive community, there have been many indications of impact including adoption of Microsoft technology and blog posts.
- Executed many events for the local developer community including PDC Underground, SoCal Code Camps, Visual Studio 2005 Launch & Community Launch as well as many others. This included building and maintaining supporting sites and back-end tools.
- Working with the DPE West Region strategy team, I drove technology implementations of early technology adoption wins at MySpace, SpotRunner, Qualcomm and many other accounts.
- Worked closely with the West Region Customer and Academic groups in Southern California and Hawaii to scale impact of activities across audiences. Involved customers and students at community activities as well as organized community activities on college campuses to increase impact of efforts.

## **InterKnowlogy LLC**

### **Principal Engineer 2000 – 2005**

InterKnowlogy is a Microsoft Gold partner specializing in delivering custom solutions to customers using current and emerging technologies.

- As part of the management team, managed services offerings, coordinating engineering efforts in developing sales and marketing material.
- Responsible for development of marketing collateral and priorities.
- Supported sales and marketing efforts with pre-sales support, speaking and coordination of writing opportunities.
- Participated in and managed the creation and review of proposals, functional specifications, built proof-of-concept prototypes, created "bottom up" development schedules, reviewed testing plans, developed and built products, addressed and fixed bugs in a timely manner and delivered quality solutions.
- Participated as the subject matter expert for the development of the Microsoft Official Curriculum Course, "Developing Mobile Applications Using the Microsoft .NET Compact Framework" and other content. Worked with a major client on the Microsoft .NET Early Adopter Program. Traveled to the Microsoft Campus several times under the Early Adopter program to have direct access to product team.
- Worked with major clients to help with planning and budgeting internal and contract resources.
- Developed cross enterprise secure sign-on components utilizing Triple Data Encryption Algorithm (TDEA), Secure Hash Algorithm (SHA-1) and synchronized a Netscape LDAP server with a Microsoft LDAP Server as needed.
- Speaker at Microsoft Developer Days 2000 in Orange County (1000-1500 attendees), presented on BizTalk and other Microsoft B2B products.

## **Stellcom Technologies**

## **Principal Engineer 1999 – 2000**

- Designed and managed large-scale highly scalable e-commerce web development projects.
- Was responsible for pre-sales support and developing proposals. Assisted in implementing internal engineering practices and project management methodologies.
- Speaker at Microsoft Developer Days 1999 in San Diego. Gave presentation on Application Deployment & Management and was rated in the top 5% for North America.

## **WinResources Computing Inc.**

### **Principal Engineer 1998 – 1999**

Winresourcees was a Microsoft partner that specialized in delivering custom solutions to customers.

- Designed and managed large-scale internet and intranet projects for customers
- Presented technical topics at marketing events for WinResources
- Developed engineering practices to support project development with other senior WinResources employees
- Speaker at Microsoft Developer Days 1998 in San Diego. Spoke on Office automation

## **Motiva Software Corporation**

### **Manager, Developer Relations 1996 – 1998**

Motiva was a startup document management software product company.

- Responsible for development of technical collateral materials, construction of application demonstrations using the Motiva tool set. Customer presentation support, technical presentations at seminars, trade shows, and events.
- Developed technology transfer program for Motiva partners to enable custom development using the Motiva platform.
- Organized and managed the Motiva Developer Program to encourage third parties/ISV's to develop Motiva applications and add-ons.
- Actively produced client and web-based proof-of-concept projects for major sales opportunities.
- Assisted with the Motiva European release, making several European trips to evangelize the Motiva tool set and assist partners with sales opportunities.
- Produced multimedia marketing materials for use by outside sales organizations.

### **Senior Software Engineer**

- Developed document management front-end and integration toolkit to the Motiva server
- Developed several ActiveX components and controls to interface with the Motiva server

- Developed a server side ActiveX component to do all database work with SQL Server 6.5 for client applications
- Worked with Microsoft's IIS server, ISAPI filters, Active Server Pages and Transaction server technology to develop a thin (HTML only) front-end for Motiva
- Produced a large Microsoft Exchange project for the health industry that underwent and passed FDA approval

## **Midstream Inc.**

### **Co-Founder, VP Technology 1991 – 1995**

Midstream was a startup company producing proposal management response software focusing on sub-billion dollar Department of Energy and Defense research requests for proposals

- Responsible for developing software from concept through production
- Provided development support for Midstream and Midstream consulting client
- Assembled team of developers and implemented system control process for development, QA and support of the product.
- Coordinated with technical writers to develop user documentation. Implemented Windows Help files from software documentation, developed product demonstration version, selected distribution media and product packaging.
- Collaborated with New World Software, Inc. to develop Visual Basic training material and trained clients of New World Software including John Deere, Anheuser-Busch, R.R. Donnelley and IRI Software.
- Developed linear accelerator particle beams emittance measurement software for Linac Systems. Developed Windows 3.0 device drivers for the stepping motor controller and photon detector of the emittance measurement system.

## **Additional Experience**

### **University of California, San Diego**

#### **Part-time instructor 1997 – Present**

Instruct and develop materials for programming classes including .NET Framework Fundamentals, Visual Basic and other Programming classes, instructing groups of 30 to 40 students in lecture and hands-on laboratory environment. Consistently rated as a top instructor by students and administration.

### **University of Southern California**

#### **Academic Program Advisor, 2012 – Present**

### **SoCal Code Camp**

**Director/Organizer, 2005 – 2013**

Helped to start and run SoCal Code Camp. Contributed to the creation of and run the website, organize sponsors and speakers.

**US Navy****Electronics Technician 1988 – 1991**