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Objective: Pursuing projects which leverage my 20+ years of experience doing business requirements discovery, distributed system architecture, and multi-lingual development (C#/ASP.NET, Java/J2EE, C++/MFC, PHP/Symfony, C, Fortran, etc.) to deliver strategic web applications and other software.

Overview: Sam has a distinctive ability to balance short-term resource constraints and time to market issues with total cost of ownership and long term ability to compete. Sam's business experience in roles from Development Manager through Start-up Entrepreneur have given him a keen appreciation of the critical role clear requirements play and the fact that delivery schedules must be met. Sam's technical experience in roles from QA Engineer through System Architect, have given him a clear understanding of how software is built.

Highlights

Founder ObjectFrame Technologies, Inc.

Currently developing myYC.org, which is a Yacht Club Support System. As a cloud-based, multi-tenant Operational Support System, myYC focuses on minimizing administrative overhead and giving sailors more time on the water. Beyond this, myYC is a social platform, enabling sailors to communicate and collaborate on activities such as regatta hosting, regular club racing, club social events, and more. ObjectFrame conceived of myYC, built the platform from scratch, and is currently marketing the service to yacht clubs worldwide.

In terms of project work, the clearest example of what ObjectFrame can do is our multi-year engagement with Optimax Systems. ObjectFrame gathered their business requirements for an expert system to help manufacture custom precision optics, chose a technology stack, and designed and built a solution. The result is Lightspeed, a rules based engine driven by user editable optical calculations (OptiCalc) and deployed across Optimax business units. Subsequently established a relationship with an offshore development organization, trained them on the technology stack, and proved their effectiveness in delivering rapid strategic web development.

Since its founding in 1997, ObjectFrame has delivered turnkey project development, outsourced product development, strategic consulting, and other services to Fortune 100 organizations and small companies alike.

Development Manager at ePlus Systems, Inc.

Responsible for the development of a C#/ASP.NET and SQL Server 2005 based suite of hosted B2B eCommerce products centered on enabling content collaboration among buyers and suppliers as a precursor to effective eProcurement strategies. Defined architecture and implemented core framework components. Worked directly with marketing to develop product roadmaps and elaborate requirements. Directed a distributed team (Houston, Herndon, Rochester, India) in stabilizing the codebase and evolving a forward looking architecture. Helped establish an engineering organization (people, culture, processes, controls) as part of a long overdue post-merger integration of several constituent organizations within this \$700M+ company.

"For the past three years, Sam was responsible for the development and deployment of an eProcurement software product for building and managing on-line catalogs. Sam led a team that dramatically improved the product both in feature set and quality. Sam earned the respect of his staff and peers. He is an excellent individual to have on your team because he is honest, sincere and always upbeat about the possibilities. Sam is also a highly accomplished application architect and software developer who will do whatever it takes to help his team achieve their objectives."

- Tony Mazzullo SVP, ePlus Systems (now CEO at Veramark Technologies, Inc.)

Team Lead/Architect for eBidEnergy

Instrumental in the architecture and development of a J2EE web based energy analytics application to help businesses understand and control their energy spend. The PowerTrak system was the key factor in eBid being acquired by EnerNOC, Inc., and then (combined with EnerNOC's command and control capabilities) in enabling EnerNOC to successfully complete an IPO and become a public company.

Lead Middleware Architect

Led development of J2EE based application architecture for the Xerox Global Accounts Reference Database (XGARD) system. XGARD is a \$3.7M global integration and web-based transactional system that consolidates major Xerox account information from 11 different database instances covering 15 different countries. The system adds an estimated \$20M to \$60M to Xerox's bottom line annually.

Experience

**Optimax
Systems, Inc.
(ObjectFrame)**
2007-Present

Service Provider responsible for...

- Business process analysis, requirements specification, and end-to-end delivery of a web based expert system to assist in the manufacture of custom precision optics by mathematically analyzing features of the target optics using formulas which are editable by Optimax. Formed Architecture Board to review overall IS strategy and provide direction to the company.
- Evaluated and selected technology infrastructure – a LAMP stack with the Symfony open source framework on top – essentially PHP on Rails.
- Developed base platform and OptiSpec module to mathematically generate constraints and suggestions for processes to manufacture custom optics.
- Managed an Indian team in development of Tool Library and OptiQuote modules.

ePlus, Inc.
2004-2008

Development Manager responsible for...

- Development of an ASP.NET 2.0 & SQL Server 2005 hosted solution for B2B eCommerce content collaboration. Directed the team in maturing the solution from a low Level 1 SAAS solution to a high Level 2 (based on Microsoft's SAAS Maturity Model). Worked with marketing to refine scope and identify new critical features. Directed a distributed development team increasingly, and in the end predominately, located in India.
- Rewrote (along with one other developer) Catalog+ from ASP to ASP.NET.
- Implemented Navigator components used to browse eCommerce catalog data both within Catalog+ (production) and within Supplier Portal (staging)
- Implemented search mechanisms leveraging SQL Server FullText catalogs to enable the use of inflectional word forms in search queries
- Selected and integrated 3rd party component to do Did-You-Mean searches
- Integrated Nhibernate data layer in Catalog+
- Developed support for cXML product index handling
- Conceptualized Content Pipeline. Optimized SQL Server replication mechanisms
- Developed NANT build/package/deploy mechanism

**eBidEnergy,
Inc.**
2003-2004

Team Lead/Architect responsible for...

- Overall system architecture and design. Assessing and integrating new technologies (QSS, Web Services) and developing middle-tier code for J2EE (Weblogic) and C++ based Decision Support System. Mentored team in J2EE and in best practices. Participated in high-level strategy around difficult start-up company issues.

**Altreya
Consulting
(ObjectFrame)**
2000-2003

Principal Consultant responsible for...

- Performing business process re-engineering, technology assessments, and implementation to local government in a fast-paced, highly consultative environment. Significant client interaction, responsibility for deliverables.
- Developed distributed BI systems leveraging Cognos and other data sources to produce a KPI dashboard.

**Xerox
(ObjectFrame)**
1998-2001

Lead Middleware Architect responsible for...

- Creating and maintaining cohesive application architecture for a J2EE (WebSphere) based global integration and web system project to consolidate account information.

Consultant responsible for...

- Architecture, design and coding of WebLogic based interface to CORBA EAI.
- Architecture, design and coding of WebSphere based groupware Portals.
- Delivering Java training to Fortune 100 company's development organization.

Education

BA English w/ Minor in Philosophy - '92

- *University of Toronto, Ontario, Canada*