Kendall Davis

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OVERVIEW	**IT Executive** with exceptional track record of optimizing resources to maximize profits, reduce costs and gain market exposure. Proven success in IS infrastructure/Web design, project management, eCommerce and Content Management solution development.
	Astute strategist who leverages emerging technologies to establish competitive advantage. • Created B2C E-Commerce site that catapulted traffic 250% within 45 days of launch. • Eliminated time-to-market delays by designing/implementing full Web systems architecture and migrating from external to internal hosting for B2B, B2C and affiliate sites. • Improved customer response time 300%+ and cut internal costs up to 65% by spearheading CRM solution.
	Visionary leader who partners technical/business expertise and achieves critical growth objectives. • 99%+ decrease in production time achieved by directing organizational change and streamlining operations. • Cut redundant code development 50% by integrating projects and systems across multiple departments. • Opened new business channel and increased brand/product awareness for entire company, including 4500+ agents, by developing company's 1st agents' Internet sites with self-service maintenance via Intranet.
	Results-driven professional who focuses technology to support core business solutions. • Deployed company's 1st enterprise-wide content management solution allowing full integration among departments. • Propelled site traffic 200% in 9 months by designing new Web site. • Co-developed company's 1st comprehensive corporate Internet strategy resulting in implementation of full E-Commerce efforts and spin-off of new corporation.

AREAS OF EXPERTISE

Industries	Software Packages
▪ Insurance ▪ Financial Services ▪ Retail eCommerce (multiple verticals) ▪ Travel and Hospitality (online booking) ▪ Electronic Media ▪ B2B Commerce ▪ eBusiness Solutions ▪ Life Sciences ▪ Entertainment ▪ Utilities and Power	▪ Alfresco ▪ Open Pages Story Server ▪ Vignette ▪ Blue Martini Commerce ▪ Comergent ▪ BEA WebLogic ▪ MS Commerce Server ▪ IBM Websphere ▪ NetIQ ▪ Day Communiqué ▪ Drupal ▪ Joomla

Consulting Disciplines

▪ eCommerce Technology Evaluation ▪ Enterprise Content Management (ECM) ▪ Technology strategy/planning ▪ Enterprise Architecture ▪ System architecture review ▪ High-volume web-based applications ▪ Online Community Building ▪ Usability, User Experience, Design ▪ Software Engineering & Development ▪ Information Systems, Programming ▪ Enterprise Application Integration ▪ Applications Monitoring and Availability	▪ Web Standards and Practices ▪ Web Content Management (WCM) ▪ Project Management ▪ Process Development ▪ Account Management & Maintenance ▪ Resource Planning & Budgeting ▪ Business Process Design & Analysis ▪ Systems Analysis & Design ▪ Administration, Supervision ▪ Online Marketing ▪ Legacy Systems Integration ▪ CRM Solutions

Language and Consulting Skills

▪ Microsoft Project ▪ MS Commerce Server ▪ Multiple CMS Systems ▪ CyberSource	▪ SSO / Open ID integration ▪ .NET ▪ PHP ▪ MS SQL

▪ Paymentech	▪ MQSeries
▪ Microsoft Visual Studio	▪ Oracle
▪ WinRunner	▪ My SQL Server
▪ Macromedia Suite	▪ DB DTS & interoperability
▪ Java	▪ DB2/2
▪ JavaScript	▪ MS Access
▪ HTML	▪ MS Windows (all releases)
▪ XML	▪ Mac (OS 9/10.x)
▪ CGI	▪ Solaris
▪ PERL	▪ Linux (Red Hat, Debian, SUSE)
▪ TCL	▪ Vax/VMS
▪ CSS	▪ MS SiteServer
▪ AJAX	▪ Apache
▪ UI Design & Usability	▪ BEA WebLogic
▪ UML	▪ WebSphere
▪ Checkfree I- Solutions	▪ MS Application Center
▪ Bue Gill data-to-web print stream capture	▪ N-tier client/server applications

PROJECT EXPERIENCE

ACQUITY GROUP, LLC, Irvine, CA   May 2007 – May 2009
Manager

British Hydroelectric Power   *January 2009 – May 2009*
Project Manager / Sr. Business Analyst
Project Summary: BC Hydro sought to extend the functionality of their Content Management System platform.
- Manage budget and reporting for seven simultaneous projects
- Direct the all project delivery teams to deliver to specifications, on time and within budget.
- Manage relationship with third party hosting provider in Vancouver
- Monitored workflow, deadlines and application quality against the statements of work.
- Monitored and tracked resource allocation to assure optimal execution across all projects.
- Completed and approved detailed requirements, technical design and feature specifications.
- Manage integration and design of elements multiple external UX and development teams
- Managed client status reporting and issue resolution.
- Mentored the technical team to design, configure and customize the applications to meet BC Hydro's unique business and architecture needs.
- Coordinated the testing efforts including unit, system and user-acceptance.
- Created and managed application feature documentation for deployment and testing teams.

LeapFrog, Inc.   *November 2008 – January 2009*
Project Manager / Sr. Architect
Project Summary: An expansion of Leapfrog's current eCommerce capabilities, including the addition of a new custom "Wish Lists" feature on the Day Communiqué platform and enhancements to the current Blue Martini checkout application. This also included consolidating core and microsite's checkout to the same Blue Martini cart, supporting multiple customer types and order fulfillment systems.
- Direct the entire project delivery team to deliver to specifications, on time and within budget.
- Monitored workflow, deadlines and application quality against the statement of work.
- Monitored and tracked resource allocation to assure optimal project execution and customer satisfaction.
- Completed and approved detailed requirements, technical design and feature specifications.
- Managed client status reporting, budget tracking and issue resolution.
- Mentored the technical team to design, configure and customize the applications to meet Leapfrog's unique business and architecture needs.
- Coordinated the testing efforts including unit, system and user-acceptance.
- Created application feature documentation for deployment and testing teams.

NBC Universal, Inc.   *August 2008 – October 2008*
Project Manager / Sr. Business Analyst
Project Summary: NBC Universal needed to implement a comprehensive Content Management platform and their "Media Village" website was chosen as the first property to migrate. Media Village is NBC Universal's digital distribution portal for network, programming, talent information

and related promotional assets. The portal provides access to all NBCU segments. Media Village provides a hub for the press and internal users to access rich content from all NBC Universal business segments.

Acquity Group's role in the project was design a new Content Management system based on the Alfresco platform. Acquity Group provided the platform, process and systems architecture expertise needed to produce technical designs detailing Media Village development for an offshore team. Acquity Group also continued in an oversight/facilitation role managing offshore development of the new Media Village website.

- Work with IT sponsors to identify technology gaps and redundancies as they pertain to their business processes.
- Work with the Business representatives to identify business process inefficiencies and gaps and provide recommendations to match new system.
- Centralize business requirements in the context of a functional and technical redesign of Media Village to the Alfresco Platform.
- Facilitate client meetings in order to understand business needs and assess current state of technologies.
- Work with Business analysts and Architects to translate business requirements into functional and technical specifications.
- Align deliverables and functional requirements with multiple third party platform requirements to deliver rich media content (streaming video, audio and static media.)
- Create Control processes for review, analysis and sign-off of design deliverables from both NBCU and offshore teams.
- Work with offshore team to align design deliverables to their development processes.
- Project tracking and budget management.

Invitrogen, Inc.   April 2008 – July 2008
Project Manager / Sr. Business Analyst
Project Summary: The project focus was the migration of a legacy Cold Fusion E-Commerce application to a new implementation in Comergent (Sterling Commerce.) This included a re-design of Cart, Checkout, Accounts and Order Maintenance and CSR tools and supported both B2C and B2B markets.
- Created master project and domain specific project plans and defined methodologies.
- Developed custom Business Design, Requirements Analysis and Functional Specification document templates and analysis framework.
- Coordinated design, feature and scope planning between business units, user experience and technical stakeholders including IVGN personnel and multiple vendors.
- Evaluated Business requirements, legacy systems, supply chain and Comergent functionality to define requirements of new system.
- Represented User Experience design in PMO meetings.
- Worked with Information Architects and BA's to translate requirements into wireframes and prototypes.
- Created wire frames for B2C Cart and Checkout, B2B Cart and Checkout and B2B Account and Order Maintenance features.

LeapFrog, Inc.   July 2007 – April 2008
Project Manager / Engagement Manager
Project Summary: Integrated and new Content Management System and Systems Architecture using Day Communiqué for Online Catalog Presentation and Management, Blue Martini Commerce for eCommerce and User management with Blue Martini Contact Center for CRM.
- Defined new Systems Integration Architecture that drove Leapfrog's online sales to record profitability.
- Securely Integrated independently located online catalog with eCommerce Platform and back-end fulfillment (Oracle, Hi-Jump) through secure Web Services and custom developed systems interoperability controls.
- Enhanced user experience through DHTML presentation of user information across multiple domains and physical locations with data manipulation via cookie and http posts.
- Ensured code compatibility and standard adherence of multiple venders to provide cohesive architecture and user experience.
- Implemented new UI and consistency of online presentation through SSI, JSP Includes and cross domain/location secure data transfer.
- Implemented SSO Solution to support seamless user experience across multiple platforms

and communities.
- Defined internal processes for Content and Catalog management.
- Aligned Build / Release processes across systems.

Kohl's, Inc.   *May 2007 - July 2007*
Senior Business Analyst
Project Summary: Managed development of CRM solution for new launch of B2C eCommerce website.
- Entered mid-project to re-align efforts to achieve targeted delivery dates.
- Identified and resolved application architecture gaps created by systems upgrade.
- Managed internal and external development resources to identify and resolve backend integration and platform upgrade challenges.
- Performed initial QA testing of deliverables and integration points.

KINTERA, INC., San Diego, CA   May 2006 – April 2007
Senior Product Architect

- Responsible for all E-Commerce and "MarCom" feature development and maintenance for Kintera's SaaS product line.
- Responsible for payment processing, gateways, transaction processing architure, GL accounting architecture and backend payment operations.
- Upgraded the Product Architecture's group's processes to enable migration of all new projects and product enhancements to a more current, robust, scalable and re-usable systems and software architecture model.
- Analyzed & translated complex business requirements into feasible plans for system implementation across product lines, including user interface design, assisting in creation/maintenance of functional specifications and acting as liaison between business units and Software Engineering.
- Managed the design of features for various product lines as leader of cross-functional teams.
- Responsible for providing the overall architectural and design goals for the product lines and planning the implementation of features to achieve business needs.
- Work with business units, customer requirements and market needs to create design needs and develop product feature functional specifications.
- Authored Specifications for re-design of internal billing, settlement and disbursement systems.
- Managed staff resources, developed strategies and defined functional application requirements for expansion of SaaS/ASP application instance to second data center using prototyping, UML process and application modeling and various other methodologies and consensus building tools as needed.
- Reviewed and approved work created by Product Architects at key milestones to ensure the specifications and goals meet the overall company vision.
- Actively drive resolution in product development, providing technical alternative evaluation and solutions.
- Presented information and plans to Executive Management to support the decision-making process and gain buy-in for multiple product enhancements and features. Utilized quantitative decision support tools, simulation, and UML modeling techniques as appropriate.
- Refined Company guidelines for applications development, including User Interface and other existing product guidelines and standards.
- Participated in release planning process to help determine contents of each release.

ZOOVY, INC., Del Mar, CA   August 2002 – November 2005
Vice President - Technology Integration

- Member of Executive Management team representing customer's support, technical and E-Commerce business requirements.
- Managed integration of custom solutions to increase E-Commerce ROI for customer's specific market verticals.
- Worked with customers to create specialized solutions for expanding their E-Commerce growth in their particular vertical market, including SEO, Site Design and functionality and market specific e-marketing techniques.
- Directed customer integration and transition to ASP platform, customizing to their business

needs via HTML, XML, JavaScript, Database Migration, DTS, .NET, .asp and PERL
- Hired, directed and managed Technical Support and Training staff of 11. Trained Support team leaders.
- Served as Technical Liaison to Sales and between Support and Development Staff.
- Created project requirements for E-Commerce software development through written functional specifications and UML modeling resulting in new application features and feature enhancements for both client and web E-Commerce applications.
- Solicited customer feedback and participated in focus group discussions for perspective and input to product development road map and E-Commerce feature development.
- Oversaw QA and regression testing of major new feature releases for both Web and Windows Client applications.
- Facilitated integration with third party vendor applications to create custom E-Commerce solutions, including in part, direct marketing, payment processing and billing, shipping suppliers, marketing partners and CRM tools
- Responsible for product documentation maintenance (PHP), resulting in reduction of customer support staffing needs.
- Managed all exceptional customers to resolve technical, design, billing and satisfaction issues resulting in an increase of 32% in the retention rate.
- Managed customer forums (message boards) to maintain an active and engaged online community with a "company family" appeal.
- Ensured Support and Training staff were current with Company's quickly changing technology, requiring almost daily updates and retraining.

LIBERTY TRAVEL (LIB\GO), Ramsey, NJ   September 2000 – January 2002
Director - Interactive Technologies

- Established and conducted the management of all Internet E-Commerce and Intranet efforts for the company, including the establishment of an interactive presence unequaled in its related field of business.
- Managed $3.5 million Internet architecture and development budget and up to 38 consultants/employees.
- Responsible for the creation, development strategy and day-to-day management of the new versions of the Consumer Internet site (www.libertytravel.com), Business-to-Business E-Commerce site (www.gogowwv.com) and affiliate sites from the ground up. This was a new and unique accomplishment in the company's history, resulting in more than doubled site traffic within four weeks of launch with no new site promotion and an additional 250%+ increase within 45 days.
- Originated and staffed a full E-Commerce Technical and Design Department, including the organizational structure and its interaction with all existing Information Services Departments.
- Streamlined operations to reduce development time 70% and cut costs up to 50%; created business requirements where none had existed, resulting in improved code development, delivery and creation of new formal business analyst group.
- Created and oversaw the implementation of original web systems architecture and the migration from an external to an internal hosting solution, establishing another first for this company.
- Co-created the integral business requirements for delivery to developers and consultants using design mock ups, UML modeling and written functional specifications, resulting in efficient code development and delivery.
- Coordinated with Executive Management and the Director of Content and Marketing to plan, scope, develop and deploy the Internet advertising and marketing campaigns, expanding existing channels and providing multiple new revenue streams.
- Managed the Internet architecture and development budget, including software solutions, vendors and contractors; resulting in increased efficiency and reduced costs.
- Acted as the liaison between the business and affiliate partners and the technical developers; including specification and requirements authoring and incorporation of client acceptance testing into the full product lifecycle.
- Responsible for Site Design, Navigation schema and user experience, including driving customers to core revenue applications and incorporating site advertising sponsorship opportunities throughout site, generating significant revenue to fund the E-Commerce department.
- Worked with the Director of Content and Marketing to design on-site usability testing for external customers, ensuring effective user experiences, customer satisfaction, cultural sensitivity and consumer appeal.
- Drafted and oversaw the evaluation and testing plans of relevant new technologies, ensuring

- scalability, appropriate redundancy and security of proprietary environments.
- Ensured optimal team skill sets by managing their professional development, training and interaction, providing for a rewarding, supportive work environment and better employee retention.
- Negotiated contracts with numerous vendors for solutions in content management, server systems, applications support and consulting, resulting in substantial FTE conservation and flexibility.
- Selected and oversaw the installation of an enterprise-wide applications monitoring solution to ensure the high availability, security and rapid response of interrelated new and legacy systems, preventing unplanned downtime and network vulnerabilities.
- Selected an enterprise-wide content management solution and oversaw training, integration and deployment to end-users, leading to increased productivity within multiple departments.
- Implemented an enterprise Customer Relationship Management (CRM) solution for support of Consumer and Business to Business commerce sites, resulting in a 300%+ improvement in customer response time and increased productivity within the Customer Relationship Support Department.
- Managed the development of a new online booking engine between an external vendor and internal clients, requiring extensive integration of multiple legacy and third party systems.
- Reported to and participated directly with Executive Management and CIO to solve detailed problems.

NATIONWIDE INSURANCE, *Columbus, OH* September 1998 – September 2000
Systems Technical Consultant

- Responsible for technical and architectural design of National Billing Platform for Intranet and Internet, Electronic Bill Presentation Intranet for CSRs, Electronic Bill Presentation and Payment for Intranet and Internet, and Bank Card Processing for Internet and Intranet. (www.nationwide.com)
- Direct Technical Consultant and Technical Project Manager to multiple clients for Nationwide Insurance System's Billing Solutions Department.
- Technical Consultant to multiple managers and development teams, a total staff of approximately 37, for Nationwide Insurance Systems, Operations Solutions, and eNationwide.
- Outlined needs definition, development prioritization, architecture and long term planning through Strategic Planning Executive documents, Systems architecture technology strategies, MRD and Functional Specification documents and UML modeling for Processes, Application architecture and Systems architecture.
- Responsible for direct technical oversight and resource allocation for an average of 18 developers.
- Provided technical oversight, management and selection of various contracted consultant teams commonly consisting of 6-14 individuals.
- Delivered written and oral communications as Technical Liaison to internal and external business partners and analysts.
- Lead Member of Nationwide Insurance Enterprise's Corporate E-Commerce and Internet Design Committee.
- Facilitated team formation (hiring), training and development.
- Responsible for application architecture, design, development approaches and usability.

Information Systems Technical Specialist for Internet/Intranet Development

- Responsible for technical oversight of all Internet and E-Commerce development for Nationwide Insurance (www.nationwideinsurance.com).
- Provided technical oversight for multiple Intranet development projects for Nationwide Insurance Systems.
- Delivered project management for Internet and Intranet application development.
- Directed oversight and resource allocation for an average of 8 developers.
- Supplied technical oversight and guidance of various consultant teams.
- Delivered written and oral communications Technical Liaison to internal and external business partners.
- Member of Nationwide Insurance Enterprise's Corporate Internet Design Committee, creating new site that increased traffic 200%.
- Co-developed The Nationwide Insurance Internet Strategy.
- Directed set-up and maintenance of development environments (UNIX, IIS4).

	• Facilitated team training and development. • Developed site architecture, design and usability standard. • Developed and managed intranet forums and event calendars. *MICRO CENTER EDUCATION, Columbus, OH* February 1996 – September 1998 **Instructor and Consultant** • Facilitated over 35 different classes including E-Commerce Practices, HTML, Java Programming, JavaScript, Internet Business Operations, Windows 95/98/NT and all Microsoft Office Products. • Provided consulting services to multiple corporate customers (e.g. American Eagle Outfitters, Nationwide, Value City) for Internet/E-Commerce business development efforts. *HARNESSHORSE COMMUNICATIONS, New Castle, IN* Nov. 1993 – Feb.1996 **Web Director** • Responsible for design, development and deployment of multiple horse racing industry and related sites, including one of the first online E-Commerce racing horse auction sites and an international antique horse drawn carriage auction site which attracts both buyers and sellers from all over the U.S. and Europe. • Responsible for acquiring site sponsorships (marketing) and creating sponsor able site. • Responsible for integrating marketing opportunities between online presence and monthly print magazine. • Successfully oversaw growth of online presence by identifying and increasing advertising sponsorship relationships, Search Engine Optimization and testimonials and marketing with noted industry professionals. • Created and managed public online "community calendars" for industry events.
EDUCATION	**BFA**, Expanded Arts, The Ohio State University, 1992 • Received Award for Excellence in the Arts. • Pivotal in securing grant resulting in establishment of new facility