

William E. Jackson

Brewster, NY 10509

(845) 391 - 3852

bill@brainclippings.com – www.brainclippings.com

HIGHLIGHTS OF QUALIFICATIONS

- Over 16 years experience successfully developing applications, designing websites & interfaces, and managing complex technology projects for a wide range of clients and industries.
- Creative problem solver with extensive experience developing cross platform responsive web applications for desktop and mobile devices including API development and consumption.
- Technology / information design & analysis expert proficient in numerous languages and application development principles with real world examples of success, coupled with a unique eye for savvy design.
- Published [ISBN: 978-0201606003] web developer with in-depth knowledge of design tools, information architecture, interface development and usability best practices.
- Dynamic team player with excellent interpersonal skills and experience managing a diverse team of individuals. Proven track record demonstrating the ability to work remotely and effectively manage time and deadlines.

SKILLS & TECHNOLOGY

(alphabetical)

Actionscript 3 - AJAX - Asp - Asp.net Framework – Backbone.js - Bootstrap framework- Business Architecture - Business Analysis – Business Architecture - C# - Cisco Quad – Core-Data - CSS2 / CSS3 - Database Modeling & Development - Desktop Software Engineering - DHTML - Ecometry – Emberjs - Endeca Navigation Engine - EXT-JS - Facebook Connect - Flash - Flex - Google Analytics – HTML5 - IIS - Illustrator - Information Architecture - Interface Design – iOS - Java - JavaScript - jQuery - Jscript - Jsp - Marketlive E-commerce platform – Objective-C - Offermatica - Omniture - OOP – Parse.com - Photoshop - Project Management – Responsive Design - Requirement Gathering - SAP B1 - Sencha Touch - SOAP - T-SQL – User Experience - Usability - VBScript - Visual Studio - Web Standards - Webservices - Windows Server Administration - XHTML - XML

PORTFOLIO

Please view my portfolio online for detailed examples of my work at www.brainclippings.com.

RELEVANT EXPERIENCE

Cisco Systems, Inc.

New York Apr 2011 – Present

Technical / Team Lead - Online & Mobile Experience

- Defining the strategy, creative vision and technical infrastructure for the next generation of talent management at Cisco to deliver new tools and applications with an unparalleled mobile and desktop experience.

- Responsible for the tactical execution of Cisco's Talent Management online & mobile strategy including infrastructure, creative direction, user experience, development and maintenance for several high profile, multi-million dollar initiatives.
- Mentoring and leading a diverse team of analysts, developers and designers to teach industry best practices and create innovative solutions to the challenges of a cross-platform, multiple device environment.

Business Architect

- Built Cisco's business architecture strategy for the Learning & Development Solutions Group focused on capabilities mapping and systems architecture. Advised Sr. leadership on the priority and inclusion of strategic initiatives, partnered with IT to define system architecture capabilities and gaps, and created a multi-year strategy for the organization with regards to overall organizational capabilities and target architecture(s).
- Created repeatable processes and analytical models to identify and map learning and development organizational capabilities and pain points. This work was used both internally and for consulting with some of Cisco's largest customers.
- Designed and socialized a new, faster agile approach to the application development process resulting in a faster, cheaper and repeatable methodology to deliver release based projects on time and under budget while exceeding stakeholder expectations.
- Performed Business Analyst duties on high visibility, high priority global learning initiatives to ensure accurate and complete requirements and scope, usability and learner experience impact as well as timeline, budgeting and deadline management.

Rich Media Program Manager - Learner Experience

- Responsible for information architecture, UI design & development of global sales & services learning and development curriculum overview templates within the Cisco Quad platform.
- Instrumental in the development of a social and collaboration strategy to support the Cisco virtual team program global live events.
- Designed and developed innovative html/CSS and JavaScript Quad Portlet customizations for entire VT program.
- Provided internal stakeholder consulting around information architecture, interface design and usability for Cisco wide strategic projects.
- Contributed best practice guidance, assistance and techniques for mobile video-on-demand entitlement strategies, application architecture, design and deployment.

Estrategyfirst

Petaluma, CA

VP of Technology & Internet Strategy

Oct 2007 – Apr 2011

- Acted as the firm's senior technical consultant with responsibility for all technical projects and deliverables, either directly or by managing internal or third-party technical resources resulting in significant company growth.
- Hands on / code-level development of marketing and technology projects including both design and programming in multiple environments and platforms, delivery of over 35 development & strategy client projects.
- Provided marketing, merchandising and ecommerce management recommendations to estategyfirst clients and prospects.

- Developed and carried out client site and strategy analysis and suggested executable solutions as part of client engagements as well as sales support initiatives.
- Worked directly with estrategyfirst consultants and clients to help identify strategic opportunities and generate interest in relevant estrategyfirst products and services.

Petals Decorative Accents

Ridgefield, CT

VP of Technology

Oct 2005 – Oct 2007

- Accountable for the development and management of company wide systems including SAP B1, .Net/C# web applications, Java web applications and custom windows software.
- Personally developed critical business software interfaces to integrate a new warehouse management system, SAP B1 systems and entirely new call center and distribution center.
- Increased Internet-direct sales percentage to 30% through development and implementation of revenue generating programs such as SEO, hacker-safe certifications, affiliate programs and many other E-commerce initiatives including petalsdirectwholesale.com.
- Replaced numerous time intensive manual business processes with custom written XML based task scheduling software. This windows server application was constructed with a plug-in architecture for rapid concurrent development of tasks and saved hundreds of man-hours of labor.

The Wine Enthusiast Companies

Elmsford, NY

Sr. Director of Internet Operations

Aug 2000 – Oct 2005

- Responsible for the uptime, graphic design and development of wineenthusiast.com, wineexpress.com, winemag.com, wholesale-direct.com and twepro.com generating in excess of \$11 Million in annual revenue.
- Increased Internet-direct percentage of overall sales from 9% to 42% in five years through proactive e-commerce development initiatives and marketing efforts.
- Managed and mentored a dynamic team of 4 graphic designers and programmers to consistently deliver high-quality results on all development projects.
- Actively maintained the server health, configuration and maintenance for 4 application servers and 1 database server with 99.99% uptime during my tenure.

Savvy Networks

Tarrytown, NY

Sr. Web Architect, Art Director

Oct 1998 – Aug 2000

- Designed and developed more than 20 client web sites and applications, managing the entire lifecycle from initial client meetings through development and into the maintenance phase.
- Created a custom dial-up access database system containing access numbers for the entire United States. Integrated web signup and automatic subscription processing saving thousands of man hours annually.
- Designed corporate identity for Savvy Networks, SavvySpace, Imaginamics and Iwantmysl. Responsible for the design and production of logos, advertisements, sales & marketing materials, headquarter signage and employee attire.

Transnational Publishers, Inc.

Irvington, NY

I.T. Support, Creative Asst.

Aug 1997 – Oct 1998

- Maintained network and file share servers, ensuring consistent and reliable remote access from international authors, researchers and lawyers.

- Designed and developed transnationalpubs.com integrating the Miva ecommerce suite saving hundreds of man-hours in manual order taking and processing.
- Designed the cover of published title 'Human Rights Law' [ISBN: 978-1571053206]

United States Air Force

Tactical Aircraft Maintenance Specialist

Aug 1990 – Jul 1997

- Granted Top-Secret clearance for maintenance and technology development of the F-117A Stealth Fighter.
- Served proudly in the Middle East during Operation Desert Storm.
- Recipient of several prestigious commendation and achievement medals as well as 2 honorary discharges.

REFERENCES

Enthusiastic references are available upon request. You may also view colleague and client recommendations online at either <http://www.linkedin.com/in/brainclippings> or www.brainclippings.com