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SUMMARY:

Driven hands-on technology agnostic development director / architect with over 20 years of experience with balanced ability to lead, manage, architect and code effectively.

RECENT EXPERIENCE:

ECFMG (Enterprise Architecture Manager / Salesforce Development Manager) – Philadelphia, Pennsylvania

Mar 2013 – Present

Development:

Introduced React and isomorphic web applications with .NET Core / TypeScript / Ant Design and NodeJS. Architected and built access authorization layer with JWT to allow access to back end services developed in Tibco interfacing with an Oracle Database. Mentored staff to grow a team of front-end web developers. Approach for development helped to consolidate many legacy applications into a single, easier to maintain codebase. Introduced message queuing for distributed messaging in a real-time exam environment with both RabbitMQ and Tibco EMS and .NET desktop applications.

Architected and led development of a video streaming solution using React, VideoJS, Wowza and Nginx for secure delivery of sensitive video content across seven geographically distributed exam centers.

Developed a Virtual Reality exam center using Unity and HTC Vive to showcase the potential of VR to help examinees gain comfort in a high-stakes medical exam in which the examinee must interact with live actors acting as patients (standardized patients) in a series exam rooms.

Introduced a team Wiki, investigated and documented over 30 applications (setup procedures, source location, common issues and resolutions), and incorporated an interactive component dependency chart using D3JS.

Implemented a weekly technical meeting series that involves staff across departments, presenting new technology to team.

Migrated 30+ applications (Com+, Classic ASP, VB6, .NET) to a new Windows server version successfully.

Created scripted installations for all applications.

Introduced team to unit testing, fakes and mocks

Significantly rebuilt a mobile application (Apache Cordova) to leverage modern JavaScript techniques, promises, object-oriented JS in order to be more stable and easier to maintain.

Developed and presented Cloud Architecture Patterns to the overall development team.

Enterprise Architecture Manager:

Created the Enterprise Architecture Department at ECFMG, developed a team (3 architects / 2 COOPs) while interacting directly with the CIO.

Introduced RFP process to improve ability of the company interacting with vendors including a bidding and review process.

Introduced technology selection process used for making company-wide technology decisions including Tibco / PDFTron.

Created a corporate engineering blog on Medium, developed staff to publish content. <https://medium.com/ecfm-g-engineering>

Built a technology review for the CIO to determine of impact of technology on the business used for a presentation for the board of directors.

Rolled out Safari Books Online to the organization, lead the rollout effort and helped onboard staff as a learning resource.

Developed corporate budget for software, training & travel. / managed software renewals and contracts, negotiated nonprofit discounts.

Invested in growing team's knowledge by coordinating related conferences (Microsoft Ignite, DevIntersection, Salesforce TrailheadX, O'Reilly Software Architecture, SANS Security Conference etc.).

Salesforce Development Manager:

Took on the effort to develop the Salesforce Development Practice at ECFMG as part of company-wide business transformation effort to re-platform over 70 legacy Microsoft based to Salesforce.

Quickly learned the Salesforce Platform and all aspects of Salesforce Development (Salesforce Dev 1 Certification).

Developed the team (2 SDET(QA) / 5 developers / 1 scrum master), created roles and responsibilities, mentored team members to take on ownership and maintenance of the Salesforce Org. Maintained relationship with partner development company, established policies and procedures for development with Salesforce DX with CI/CD using Azure DevOps.

Developed a shift-left testing approach, worked closely with SDETs (QA) to leverage Selenium and Page Object model coupled with .NET Core.

Created a public GitBook website to house publicly available information regarding how the company is leveraging Salesforce DX, developed staff to contribute to the content. <https://ecfm-g.gitbook.io/>

Developed a leaderboard to help drive company adoption of Salesforce and to track learning progress. : (Heroku / Node.JS / ExpressJS / Puppeteer / MongoDB / Mongoose) <https://trailhead-leaderboard.herokuapp.com/> | <https://github.com/gidich/trailhead-leaderboard>

Introduced quality gates as part of CI/CD process by implementing SonarCloud to automatically review code as part of a pull request.

Introduced modern security concepts including leveraging Azure KeyVault as part of the CI/CD process to inject secrets as part of the deployment process and to keep secrets out of source code.

Introduced the Azure DevOps for all aspects of Salesforce Development and helped transition other 3 development managers transition their teams onto Azure DevOps.

Technologies Used:

Salesforce – Source Based Development with Salesforce DX and Visual Studio Code / Salesforce Communities / Service Cloud / Lightning Web Components (LWC) / Unlocked Packages / Heroku / Scratch Orgs / SSO with Azure Active Directory / Platform Events / Apex / Apex Design Patterns / PDFTron / App Exchange

Microsoft – VB6 / .NET / .NET Core / TypeScript / Azure DevOps – Pipelines, Boards, Repos / Azure Blob Storage / Azure ASEv2 / React.js / Backbone.js / Require.js / ExpressJS / D3js / Puppeteer

MongoDB / Oracle / Rabbit MQ / Tibco EMS

Managed technical delivery of interactive marketing experiences for Fortune 500 clients (Campbells, GSK, Hertz, Smuckers).
 Participated new business initiatives including pitches with Heinz and Lutron as well as growth opportunities with existing clients.
 Implemented CI (TeamCity), automated the creation of web sites (>100) with MSBuild scripts.
 Developed an open source Facebook library (FaceSharp) <http://facesharp.codeplex.com/> used for all Facebook development in numerous promotions and applications, approached by Microsoft to be in an open source showcase at the Microsoft Build Conference.
 Lead the development of worldwide sites for Panadol (GSK) using EpiServer CMS - developed training materials and trained marketing teams internationally. (UK, Ireland, Hong Kong) .
 Received internal "One G2" award for efforts on the Panadol project.
<https://web.archive.org/web/20140102233207/https://www.panadol.co.uk/>
<https://web.archive.org/web/20140111192952/https://www.panadol.com.hk/>
 Developed multi-lingual ASP.NET MVC site for Hertz allowing a single site to serve various markets, localized content maintained in resource files.
 Introduced cloud computing to the organization (Amazon Web Services / Microsoft Azure) to provide low cost and highly scalable solutions to our clients. Developed the MyCoverGirl Facebook app which helped grow the brand from 400k to over 1million fans in under 6 months, servers scaled from 2 to 7 depending on TV spots and campaigns that were running including a major spot during the VMA with Queen Latifah. Used .NET asynchronous and parallel programming techniques to help the application utilize hardware to its full extent.
 Introduced backbone.js to the organization and built fast and fluid experiences, built the BreathableRoom for GSK using HTML5 canvas (create.js).
<http://breatheright.gidich.com/>
 Wrote and presented various POV documents on cloud computing, social applications, and responsive design to the organization.
 Developed numerous proof-of-concept applications to help validate new technologies and demonstrate to clients. (integrating services including Trello, Twitter, FourSquare and Instagram)

Technologies Used:

C#, ASP.NET MVC, NHibernate, LINQ, Azure (WebApps / Blob Storage / CDN)
 EpiServer CMS (certified)
 Backbone.js / Require.js / Create.js

Fiserv Automotive Solutions (Web Development Manager) – King of Prussia, Pennsylvania

April 2008 – July 2009

Managed development efforts to rewrite a large enterprise application in .NET. (30,000+hrs projects)
 Managed maintenance projects for legacy asp systems. (500-1000hr projects)
 Clients include GMAC, Toyota, Porsche and VW.
 Product interfaces with Route1, DealerTrack, Lexis-Nexis and Credit Bureaus.
 Managed half of development team of 44 (21 onshore / 23 offshore (India))
 Worked closely with other department managers (QA/IA/BA) to coordinate efforts on projects.
 Assisted in the introduction of agile development in the organization. (Scrum Meetings / Iterative Development / CI)
 Collaborated with SCM team to implement Continuous Integration. (including StyleCop / FxCop)
 Helped to identify new technologies to be used in the product. (i.e. Microsoft Velocity)
 Introduced a wiki to allow team to share information.
 Spearheaded the rollout of Webex + Instant Messaging to aid development team in communicating with each other. (onshore/offshore)
 Coordinated resources from various locations and with 3rd party development teams.
 Active participant on senior management board to improve internal processes.
 Worked closely with PMO team to introduce resource scheduling to the organization.
 Implemented an excel based estimation model used for all new projects.
 Developed BASEL II data extract using dynamic SQL + BCP.

Technologies Used:

Custom ASP.NET MVC Implementation
 WCF
 SQL Server 2008

ClubSystems Group (Web Development Manager) – Jenkintown, Pennsylvania

March 2003 – April 2008

Led development team for incubator project which grew to 2.5 million in 3 years.
 Managed an international team of developers (7), designers (2) and QA professionals (2).
 Split time between Pennsylvania and Toronto to ensure teams worked well together and to help bridge gap between two major offices.
 Scaled product to meet demands from 70 to over 1000 client web sites.
 Implemented a service-oriented architecture allowing hosted website infrastructure to communicate with client's on-premises servers securely
 Re-architected much of the system from ColdFusion to .NET, increasing stability and scalability.
 Automated operational reporting to provide team crucial data on the project.
 Successfully migrated full system to a top tier hosting facility (SAVVIS).
 Managed client requests / software defects and project schedules.
 Developed reference applications to explore new technologies and provide direction for development team.
 (example open source application: <http://www.codeplex.com/collaborate>)
 Implemented iterative client focused development process.
 Worked closely with Microsoft to perform a detailed security audit to review and tighten security of the website.
 Worked directly with Amazon product team on AWS S3 (Simple Storage Service + DevPay) to build a cloud based CDN for club generated content.

Technologies Used:

Provider Model / SOA / Model View Presenter, ASP.NET, ColdFusion, SQL Server, NHibernate

Other Key Projects Include:

Reporting / BI

Designed BI product to allow clients to review data in a quick and intuitive manner.
Developed ETL tool / Star Schema / Cube Generator using SQL Server / InfoPath / MDX.
Implemented a custom reporting architecture using XML for report options using ActiveReports.

Automated Build Process / MSI installation

Created an automated build process incorporating over 30 various projects.
Developed application configuration tools executed during the installation process.
Designed database upgrade process, allowing all database changes to be easily implemented.

Core Product Modernization

As part of a corporate initiative to introduce a modernized version of the core product on .NET (from VB6).
Performed a UI/UX Review to increase usability - reviewed and redesigned all screen designs, developed consistency standards, developed custom icons.
Active member of development team implementing new functionality and working closely with SMEs and QA staff.

Simnova LLC (Independent Consultant)

July 2002 –

Key Projects Include:

2016-2018 – Client: Clear Inc – **Rytary**

Lead developer, complete rebrand of Rytary Parkinson Treatment branded websites.

2016-2017 – Client: **Votrient** - <https://github.com/gidich/votrient-kiosk>

Developed an React / Redux / Electron Based interactive application for an interactive touch screen kiosk at a pharma conference.

2016-2017 - Client: ABC Creative - **Delaware Lottery** - <https://www.delottery.com/>

Lead developer, architected and implemented complete rehaul of Classic ASP site to ASP.NET MVC with Entity Framework and ReactJS.

2015 - Client: Tonic – **Mercer** – Mercer PeoplePro/PocketPro - <https://vimeo.com/140209141>

Member of development team building HR consulting on demand web-based application.

2015 - Client: **Christopher Grayson Corp** - <http://www.christophergrayson.com/>

Developed IOS proof of concept application using Swift / developed website.

2015 - Client: Clear Inc – **Rice University**

Developed mobile friendly landing page for online physics course, used to set tone for rebuild of online course catalog.

2015 - Client: Tonic – **Ralph Lauren**

Member of development team rewriting mobile website using React.js

2014 - Client: Simnova – **Case Swap** – <http://get.caseswapapp.com>

Developed PhoneGap / Cordova based mobile app with Facebook's Parse back-end and leveraged the Untappd API to manage beer swaps. (IOS / Android / Windows Phone)

2012 - Client: Humble.tv – **Anheuser Busch** - <https://vimeo.com/389153568>

Developed a Facebook app introduce Bud Light Platinum during the super bowl.
Leveraged user's Facebook photos and created a montage mixed with Avicci's Levels.

2012 - Client: Humble.tv – **State Farm** <https://vimeo.com/58852638>

Developed Music Festivals Facebook tab, allowed users to play a match game to win chances at winning admission to popular concert festivals.
Developed State of Fandom App – visualization to see what NBA teams a user's friends are fans of, allows the user to view various tv spots, download a cover photo of their favorite team.

Client: Simnova - **BankBuckets** – <http://www.bankbuckets.com>

Developed reference application to explore cloud technologies. (using Azure, ASP.NET MVC, F#, Azure Table Storage, OpenID)

Client: **TDFoodEquipment**

Developed an e-commerce website for TDFoodEquipment using SQL Server 2000, XML, XSL and ASP.
Created user interface using XSL stylesheets allowing the look and feel of the site to easily be updated.
Developed backend tools (VB6 / CrystalReports) to aid in managing online store and to track orders.
Implemented real-time credit card processing enabling e-commerce using Authorize.net.

Client: Simnova – **Liquid Guardian** – <http://www.liquidguardian.com>

Developed LiquidGuardian, an inventory management software for bars and restaurants in a SaaS manner using Visual Basic 6, SQL Server 2000, and Crystal Reports 8.5 integrated with PayPal for subscription based access to system.

Client: **Drexel University – Department of Judicial Affairs**

Developed a database system to track offenders and actions taken against them.

Client: RightManagement

Maintained and updated CRM application using ASP and VBScript.
 Created and designed interfaces and graphics for CRM application.
 Implemented a web-based Outlook synchronization tool using VBScript and HTA.

Client: GHR Systems / Washington Mutual

Maintained and enhanced mortgage wholesale application for Washington Mutual.
 Designed and developed a change and defect tracking system featuring:
 Workflow, personalized user interface, reporting, and email notifications (SQL Server, COM Objects, XML, and ASP)

Naviant (System Engineer) – Newtown Square, Pennsylvania**August 1999 - April 2001**

Part of a small development team at Naviant which created one of the first major email marketing platforms, sold to Equifax for 135 Million in 2002.
 Created a demographically targeted email application, designed interactive web-based interface sales team. (AJAX)
 Developed an advertising tracking tool to determine which print advertisements offered the best results by collecting web form results from interested visitors.
 Designed and developed corporate intranet while working closely with the director of human resources.
 Developed internal web-based data mining / OLAP solution with XML, HTTP and ASP for management to track results of email campaigns.
 (Subject of article published on Wrox Press - ASPToday)
 Created Oracle PL/SQL packages to populate data marts; designed error logging solution.

EDUCATION:

Drexel University (Philadelphia, Pennsylvania)
 B.S. Information Systems

CERTIFICATIONS:

Salesforce - Certified Platform Developer I
Security - GIAC Strategic Planning, Policy and Leadership (GSTRT)
Scrum - Certified Scrum Product Owner (CSPO)

SKILLS:

Visual Studio .NET	HTML / CSS	SQL Server / Oracle / MongoDB
Visual Studio Code	JavaScript / TypeScript	NHibernate / Entity Framework
C# / F# / VB / VB.NET	React.js / Backbone.js / Require.js /	Adobe Photoshop / Adobe Mixamo
WCF / WPF	Create.js	MS Project / Azure DevOps / Jira / Trello
Microsoft Azure / AWS / Heroku	JQuery / Underscore.js	Salesforce – Salesforce DX / Apex / LWC / Lightning /
		Process Builder / Communities / Service Cloud

PUBLISHED ARTICLE:

WROX Press / ASP Today (published October 11, 2001) - <https://dauril.org/wrox/ASPToday/011011.htm>
 Dynamic Reporting Using XML, XMLHTTP, DataShaping and Query Generation