
Christopher Matthew Cavanaugh *H2, 2022*

Advisor, Executive, Chief Architect

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www.mattanaw.org (*Book and Journal of Mattanaw, Mobile/Desktop*)



Summary

Matt is a trusted advisor, executive, chief architect, and solver of technical and social business problems.

Matt's success lies in optimizing "big picture" processes that include interactions of people, products, spaces, and complex/distributed software. With extensive experience in a wide variety of enterprises, Matt is quick to detect process obstacles and is adept at finding creative and pro-active solutions.

Aside from business, Matt is a technical leader with many years of cross-functional experience. He is a generalist (autodidactic polymath), with a tested/proven understanding of the engineering life-cycle, and IT business, across the financial, entertainment, health, commercial and government domains.

Matt is an innovator and idea generator with a proven history of delivering on complex ideas and projects. His greatest strength is his unique capacity to quickly generate novel ideas for almost any context, and swiftly execute on those ideas.

Matt is also a skilled and generative writer and editor. He can rapidly produce high quality material for a variety of industries and audiences, including executives of large corporations and consumer segments in the general public. Matt has functioned as a technical writer, marketing writer, proposal and presentation creator, and has ample academic and web content experience, including managing press releases for high ranking politicians in the federal government. A recent successful blog post can be found here via [LinkedIn](#), and on his personal blog at www.mattanaw.com.

Matt was formerly Chief Technical Architect at Adobe Systems, and Partner Solution Consultant (similar title to Edward Snowden), providing leadership and guidance to the business internally and with partners/clients externally (North America, excluding Latin America). Matt is currently Founder, Executive Advisor, and Chief Social Architect, at Social Architects and Economists International, LLC, a company he solely founded in May, 2016

Employment & Client Engagements

Social Architects and Economists International, LLC, President

ANCHORAGE, AK

Founder, Chief Architect & Executive Advisor

May '16 – Present

- General Advisory Consulting for Management/Leadership.
- Architectural Guidance for Software Platforms of all types and sizes, with a special emphasis on Content Management Systems and any/all integrations.
- Consult and advise Fortune 500 companies, globally, regarding the important business processes and patterns to increase profitability.
- Writing for marketing, advertising, technology, PR, political messaging, and other purposes.
- Presentation and demo support, slide presentations, infographics, marketing, and other print/digital publishing projects.
- Support and editing for grant writing, proposals, RFI/RFP responses, white papers, blogs, API documentation, etc..
- Product roadmaps, requirements gathering and refinement, market analysis, user experience, and monetization.
- Provide many years of project experience to ask the right questions fast, mitigate risk, to ensure project success.
- High impact, short term engagements to "kick start" projects.
- Optimize human processes, logistics, software architecture and solutions to increase organizational efficiency.
- Provide strategy and direction for enterprise software and marketing platforms, for creating and disseminating content along all channels (web, mobile, etc..).
- Assist with the definition of product Go-To-Market strategy.
- Requirements generation and gathering, use cases, and product planning/roadmaps.
- Drive transformation of organizations through gradual behavioral progressivism and algorithmic human process optimization.
- Adobe Product SME. Digital Platform/Infrastructure SME.

- WCMS and Mobile Application SME.
- Expert Advisor, Vendor Neutral.

Client Engagement, Mayo Clinic, Advising Mayo Clinic's Chief Architect, US Headquarters, Chicago/Phoenix
January '22 – April '22

Role: Advisor/Chief Architect

- Functioned as External Chief Architect working on behalf of Mayo Clinic's Internal VP/Chief Architect.
- Supported his mission internally for the development of his growing Architecture Team.
- Organizational advisory.
- Overarching product roadmapping.
- Mayo Clinic's content ontology and knowledge management across divisions.
- System design and integrations and team planning/mentoring.
- Worked with external Vendor on their project plans and technical architecture requirements.

Client Engagement, Global PR Firm's President, Social Platform Startup, US Headquarters, World Trade Center, NYC, New York
December '21 – May '22

Role: Advisor/Consultant/Architect

- Supported initial software platform planning, budgeting, costing, infrastructure, design, requirements, and potential revenues, monetization, team composition, roadmapping, stakeholder presentation, vendor procurement planning, etc...
- Roadmapping, organizational growth, risk.
- Collaborated on Executive Presentation to Stakeholders/Potential Investors.

Client Engagement, General Atomics, Unmanned Aircraft and Atomic Energy, US San Diego, CA May '21 – May '22

Role: Consultant

- Supported customer for the introduction of a their newly procured asset management platform.
- Advised management on direction, requirements, organizational challenges.
- Subject Matter Expertise on system design, architecture, digital strategy.

Lawyer, Pro-se Attorney/Litigator, Important Political Land-use Case in Anchorage, Alaska Superior Court, Anchorage Municipality, AK
March '2019 – Present

Role: Primary Counsel

- Function as independent Attorney.
- Case Litigator (3 years).
- Bench Trial for more than 15 days.
- Examination of many witnesses.
- Questioned filed affidavits.
- Presented to Judge for 5 days.
- Perform and attend depositions.
- Digital Evidence, assessment, introduction of evidence.
- Plead case in multiple hearings with 2 different Superior Court Judges, with success.
- Use skills as former Subject Matter Expert on Digital Evidence.
- Work with police, local politicians and other notable figures living in Anchorage, including trespassing politicians.
- Case involves a pathway to a large and popular state park in Anchorage (Chugach State Park), through my 80-acre parcel.

Client Engagement, Danish/International Pharmaceutical Company: Novo Nordisk, Strategic Cross-Functional Team Support, US Headquarters, Plainsboro, NJ
June '20 – Present/Dec '21 (expected)

Role: Advisor/Adj-Director

- On Internal team of Executive Directors and Senior Managers (on contract) for Client's Ongoing Planning and Strategy.
- Mitigated risk by filling strategic gaps.
- Guidance on Governance, Management Consulting.
- Provided guidance to VP of Omni Strategic.
- General Advisory Consulting for Management Regarding Software Platform, including AEM, Veeva Platform, Campaign, and other systems. (The system does not matter at my stage in my career).
- Novo Nordisk Strategic Roadmap guidance.

- Subject Matter Expertise on Digital Transformation.
- Subject Matter Expertise on Software Platforms.
- Digital Asset Management planning, Taxonomy, Metadata, DAM.
- Design and planned role for Librarian.
- Supported Architectural Planning with Library Science.
- Coordination between Business Stakeholders.
- OmniChannel Architecture and Vendor Support.
- General architectural advising and mentoring.
- Presentations to Executive Stakeholders and Decision Makers in the Business.
- Worked with many different vendors providing guidance and implementation support.

Client Engagement, RealEyes (Now Dolby, Inc.), and their Client, in Science and Technology (Unmanned Aircraft/Drones, Atomic Energy) Denver, CO, & Boston, MA *May '20 – Present*

Role: Product Advisor & Solution Expert

- General Advisory Consulting and Mentorship Regarding a Complex Software Platform/Product Integration.
- Digital Asset Management (DAM), Taxonomy, Metadata Planning.
- Planning of Digital Library of Assets. Librarianship.
- Coordination between Business Stakeholders.
- Product roadmap planning, requirements and guidance.
- Advising, coordination, strategy, and oversight.

Client Engagement, International Pharmaceutical Company: Allergan, Platform Advising for new LMS Application, Headquarters, Chicago, IL *March '21 – September '21*

Role: Advisor/Prog Mgr

- Top level advisory for team project oversight.
- Subject Matter Expertise on quality practices related to Allergan Aesthetic's new LMS Application.
- Risk management. Project risk detection.
- Mentorship of management team.
- Distributed team and vendor stewardship, in South America, Spain/Europe, and across United States.
- Guidance for drug manufacturer responsible for creating Botox, and a large number of other drugs. Greater than 16 Billion Revenue.

Client Engagement, International Pharmaceutical Company: AbbVie, Platform Advising for Roadmap Determination, Headquarters, Chicago, IL *March '20 – September '21*

Role: Advisor/Prog Mgr

- General Advisory Consulting for Management Regarding Software Platform.
- Guidance on Governance, Leadership on Product Management.
- Subject Matter Expertise on Software Platforms.
- Vendor Neutral Assessment and Guidance Concerning Roadmap.
- Procurement, Project, and Vendor SOW guidance.
- Platform Assessment, and Executive Presentations for Corporate Digital and BTS.
- General architectural advising and mentoring.
- Architectural design for project planning and implementation.
- Presentations to Executives/Stakeholders and Decision Makers in the Business.

Client Engagement, PricewaterhouseCoopers and BC Pensions Corporation (BCPC), (Canadian Social Security), Victoria, BC, Canada *June '18 – February '19*

Role: Digital Transformation Lead / Advisor

- Advisor to PricewaterhouseCoopers Partner and her long-time valued client BC Pensions Corporation, in Victoria, British Columbia.
- Advisory around process of digital transformation to paperless. Paperless digital transformation.
- Overhaul of digital forms platform, affecting anyone with a pension (like social security) in British Columbia, Canada.
- Advising around software solutions related to creation of forms and validation and extraction of data.
- Software auditing and assessment.
- Management consulting and guidance for their leadership.
- Product evaluation, and platform assessment.

- General strategic consulting.
- Extensive client discovery.
- Stakeholder presentations.
- Sales win for software services for PwC and a partner vendor.

Client Engagement, RealEyes (now Dolby, Inc.), Product Management Support and Advising, Denver, CO July '17 – Present

Role: Advisor/Architect

- General Advisory Consulting for Management of Large Companies.
- Subject Matter Expertise of Adobe AEM, Adobe Assets, Azure Cloud, and various Integrations.
- Digital Asset Management Planning, Strategy, Librarianship, Architecture, Governance.
- Presales guidance.
- In 2017 and 2018 provided advisory consulting regarding video integrations platform, jointly developed by Adobe, Microsoft, and my client.
- For 2019, I am providing advisory consulting their regarding video integrations platform.
- Governance guidance, roadmap planning, product management leadership.
- Support and leadership for development of the product for resale.
- Advisory Consulting around Adobe Product Development and Apache Software.
- Mentorship for Java, JS, CSS, HTML, XML, CMS development etc..
- General architectural advising.

Client Engagement, Spark New Zealand, National Telecommunications Provider, Auckland, New Zealand June '18 – February '19

Role: Digital Transformation Lead / Advisor

- One of New Zealand's largest telecommunications providers.
- Advisory regarding all elements of the overall application architecture, with special emphasis on AEM and the various Adobe Marketing Cloud integrations and products.
- Advising, around strategy and validation of planned/upcoming programs.
- Software auditing and assessment.
- Management consulting and guidance for their leadership.
- Product evaluation, and platform assessment.
- General strategic consulting. Performed interviews of primary stakeholders and team members to provide guidance to the management and executives, for them to decide upon future programs for their business.

Client Engagement, DigitalCtrl, Software Solutions Provider, Ottawa, Canada June '18 – February '19

Role: Digital Transformation Lead / Advisor

- Work in a consultative capacity as Digital Transformation Lead, on their behalf, for their large valued clients.
- Supported their solution sales efforts internationally, with sales achieved on each engagement (100 percent conversion).
- Mentor and Advise their CEO and CTO.
- Analyse and assess their client situations, to help them determine next steps in their corporate roadmaps, and to find ways to support them in their various missions.

Client Engagement, PETCO Inc, Headquarters, San Diego, California May '17 – May '19

Role: Advisor/Architect

- One of America's largest retailers (top 100, more than 10,000 Employees, more than 1,000 locations, greater than 4 billion revenue).
- General advisory consulting for PETCO's manager, later director, running their CMS team.
- Advisory regarding disaster recovery, application performance and scaling, mobile approach and search technology, content management system (CMS) approach and strategy, and platform upgrade guidance.
- Internal advising, around strategy and validation of planned/upcoming programs.
- Vendor evaluation and vetting, to support PETCO Management's decision making.
- General leadership and consulting regarding anything requiring management's decision making.
- Advisory consulting and technical strategy around AEM integrations with new mobile application (iOS/Android), Scene 7, WCS (IBM WebSphere Commerce), and Apache Solr, among other integrations.

- Strategy, planning, and execution guidance, regarding large distributed application. Some technologies include: Git/Bitbucket, Maven, Chef, CRX/JCR, Dispatcher, Sling, Solr, Lucene, Java, JSP, cURL, Bash, IBM AIX, RHEL, BASH, Jenkins, AEM 6.0,6.3,6.4,6.5 (Assets, Sites), MuleSoft, AWS, JavaScript, CSS 3.0, Mobile Application Integrations, Microservices, and much more.

Adobe Systems, Direct Employer

McLEAN VIRGINIA (CA), USA

Chief Technical Architect / MSA / Principal Multi-Solution Architect

2015 – May '16

- Promoted from Partner Solution Consultant to Chief Architect / Multi-Solution Architect (Architect across a range of product offerings), guiding the Federal Go-To-Market teams, in an overarching strategic/technical capacity.
- Write MSA Job Description for Adobe Systems Federal, for positioning future high-level architects within the business, and for sales with customers.
- Expanded role from solutions consulting/pre-sales role to a role that guides the solutions consulting, sales, and services organizations.
- Provided Go-To-Market strategy for future sales cycles.
- Architect of numerous, widely dispersed/distributed and interconnected solutions.
- Technical Leader of the Federal Sales Division for Civilian and Department of Defense agencies.
- Adobe Multi-Product SME
- Executive Presenter.
- Partner Relations.
- Point of Contact with Adobe Research and Development, and Global Product Engineering.
- Marketing material writer and editor, for whitepapers, custom presentations, and tailored content for various industries (Health, DoD, Security, Army, Marines, State and Local Governments, and others.)
- Wrote and edited whitepapers, proposals, technical design documents, specifications, and many other professional materials.

Partner Solution Consultant

Dec '14 – Jan '16

- Work closely with Adobe Partners to find solutions to technical problems, primarily in the government space (Federal, State and Local, International).
- Achieved greater than 5 million in sales in 2015 for deals worth 10-30 million in ongoing royalties, and contributed many other deals.
- Provided Go-To-Market strategy for future sales cycles.
- Architect of numerous, widely dispersed/distributed and interconnected solutions.
- Perform executive and "C-suite" presentations across the U.S., and Canada, regarding Adobe software offerings.
- Demonstrate the capabilities of AEM, Marketing Cloud, Document Cloud, Creative Cloud, and all extensions. Show how they make a unified and highly interoperable solution for a wide range of web applications.
- Collaborate with teams globally for POCs using Adobe tool sets, to demo solutions for clients and partners.
- Research and Development to meet challenging requirements.
- Train and enable partners to use Adobe software in client solutions.
- Adobe Product SME.

Partner Engagement, Motorola Solutions International, near Chicago, Illinois

May '15 – Jan '16

Project: CommandCentral Vault

Role: Chief Technical Architect

- Non-public Software and Hardware Described here: www.motorolasolutions.com/ccv
- Function as Chief Technical Architect, with a team of over 50 people, and an extended team of well over 100.
- Key role in culture changing software/hardware project.
- Initially function as Partner Solution Consultant and Solution Architect to determine feasibility of building new application, with available tool-sets, and for sales support for our valued partner.
- Produce initial overarching technical design and end-to-end strategy.
- Instrumental from conception/pre-sales of the product all the way through delivery.
- Digital Asset Management (DAM) Subject Matter Expertise Provided.
- Planned build out of Library of Digital Evidence Assets.
- Lead widely distributed multi-company team (in Washington D.C., Virginia, Utah, Connecticut, Chicago, Colorado, India, Krakow and Warsaw).
- Distributed application. Some technologies include: Git, Maven, Chef, Node.js, MongoDB, CRX/JCR, Sling, Java, JSTL, JSP, cURL, Bash, Ubuntu, MS Server 2008, Docker, CentOS, CoreOS, Git Fleet, SkyDNS, Jenkins, AWS, Azure, AEM 6.1 (Sites, Forms, Assets), ClientLibs, JavaScript, jQuery,

Angular.js, Polymer, CSS 3.0, LESS, HTML5, Adobe Proprietary C/C++ libraries.

Internal Project, Adobe Systems Federal, near Washington, D.C.

Dec '14 – May '16

Project: Adobe Government Solutions

Role: Individual Creator and Product Owner

- Multifunctional distributed AEM Application. For independent R&D and Adobe Public Sector internal sales related activities.
- Marketing materials focused by vertical for our Account Executives, Engagement Managers, MSAs and Solution Consultants.
- Federal Civilian and DoD sales content delivery, multichannel.
- Multi-Solution-Architect Pre-Sales content.
- Custom demo environment for partners and clients.
- Automated content deployment.
- Internal training environment, among many other potential uses.
- Functioned as Project manager, Solution Architect, Admin, Architect, Back-end-dev, Front-end-dev, Designer, Content Producer, Code Manager, Internal Advocate, etc... (Assumed all roles of a normal AEM delivery team)
- Starting point for simple content delivery of tailored sales materials for Federal Civilian, DoD, with plans to extend for other groups.
- RHEL Linux, Docker (Ubuntu), Dispatcher, AEM 6.2 Authors and Publishers, AEM Sites, AEM Assets, Adobe Stock, Java, JSP, HTML, CSS, JavaScript, Zurb Foundation, jQuery, AEM Templates/Components, Adobe Connect for video. WebDAV, Bash, cURL, wGet, ImageMagick, other Unix Scripts. CRX/Jackrabbit.

Virtusa-Polaris, Direct Employer

virtusa.com

Associate Architect, CMS, UI/UX

2013 – 2014

Client Engagement, Fidelity Investments, Nashua, New Hampshire

Aug '14 – Dec '14

Project: NetBenefits Document Scanner and Push Notification

Role: Architect / Team Lead

- Evaluate the feasibility of document scanning extension of existing mobile app, for iOS and Android devices.
- Improve existing app to allow customers to send in photographic scans (replacing fax and mail, a major transformation for a financial organization).
- Work with PhoneGap, EMC Captiva Mobile (Client & Server), and ExactTarget.
- Create initial POC of document scanning and push notification for all supported devices.
- Conduct mathematical analysis for images coming from a range of cameras, to know precisely what OCR requirements can and cannot be supported. Generated a set of mathematical formulae that can guide this decision for any camera and any orientation, and any OCR requirement. Produced technical design/analysis document that can guide decision making regarding this problem indefinitely.
- Lead client side development efforts. Design JavaScript API as facade for native device programming languages.
- Create Technical Design Document for all new functionality.
- Operate as POC and SME with external vendors and internal Mobile groups.
- Train more junior developer for mobile development, distributed version control (Git), Unix shell...
- Lead distributed team in China, India, Boston, Nashua NH, and Raleigh-Durham NC.

Client Engagement, Scripps Networks Interactive, Knoxville, Tennessee

Aug '13 – Aug '14

Project: UI/UX Component Productization

Interface Architect

- Architect/Author Strategy for Re-usable, Cross Site UI Modules: "Component Modularization Strategy".
- Devised new notation / black box logic for predicting outcome of arrangements of client library embeds/dependencies.
- Suggested multiple features to Adobe in a successful feature request, to be complete for AEM release 6.1.
- Solve the highly complex problem of building a framework for deploying cross site modules/components.
- Execute that strategy with obvious success. Transition my work to new team.
- Proved repeatability/maintainability/modularity.
- Establish the starting point for UI/UX platforming.
- Create working POCs/prototypes within Adobe AEM/CQ 5.6.1, HTML/CSS/JS/JSTL & Advanced Client-libraries.
- Create Product/Demo Site to demonstrate and organize new components.

- Make UI/Components generic and rebrandable/reskinable, so can be tailored to any site.
- Demonstrate performance advantages of component centric development.
- Propose solution, perform numerous demos to Executives, Architects, and Principle/Senior Front End Devs.
- Create CORE JavaScript library of distributed/modular JS objects.
- Train Senior Front End Engineer for project handover, after architecture was complete.
- Create Git repositories in Bit Bucket, with cross deployable (Integratable) Maven projects.
- Planned and implemented improved UI workflow, where front end devs are not siloed from AEM/CQ5 devs.

Project: "On-Air" Productization

Interface Architect

- Built 4 cross site "On-Air" Components, to be used in travel channel and any other Scripps Networks site.
- Proved that the components are modular enough to drop into any other AEM site, "plug-and-play".
- Proved that they could be branded to suit alternative designs, or skins.
- Created a platform version and travelchannel version of each component, completely responsive.
- Built an initial Blueprint site to support ongoing development of cross site products.
- HTML/CSS/JS/JSTL/Java, jQuery 2.0, Bootstrap 3.0, Native JS, Cross Browser testing, Responsive, Mobile.
- Created Cross Site base AEM client libraries, to work as a blueprint for any future site.
- Integrated Angular JS, Modernizr, HTML5Shiv, Qunit and other libraries into the UI/UX platform.

Project: Food Network Site Redesign

Interface Architect

- While working as architect on the Productization project, assist as with front-end engineering for Food Network Redesign.
- Was Instrumental to smooth and easy launch, since the front end team's AEM experience was lacking.
- Worked on advanced AEM/CQ5 client libraries, UI modules, and JSP/JSTL templates.
- Bootstrap, Mustache, JQuery, JQuery UI, HTML5, CSS/ Native JS / HTML, JSP, JSTL, debugging of Java Taglibs / OSGi.
- Full Stack Performance analysis.
- Akamai, Mercurial, AWS Cloud Formation, Integrations.
- Scripted deploys (rsync) to my private Linux server, for front end team to have static LAMP testing environment.
- Integrations between mercurial repositories.

NASCAR, Direct Employer

nascar.com

Director of Developer Operations, Charlotte, North Carolina

Feb '13 – May '13

- Direct the ongoing development of NASCAR.com site, which is a highly integrated, widely distributed application, with Adobe CQ5 (later called AEM) WCMS at its core.
- Train developers in CQ (AEM) component creation, and CQ (AEM) templating best practices.
- Explain the Adobe CQ5 (AEM) application and Sapient Platform to other Executives, to guide business decision-making.
- Guide the hiring of new resources, write job postings, evaluate applicants, work with HR on strategy for building NASCAR development team.
- Work with NASCAR executives to plan and execute building of microsites to support client advertisements and promotions.
- Demonstrate the capabilities of AEM, Marketing Cloud, Document Cloud, Creative Cloud, and all extensions. Show how they make a unified and highly interoperable solution for a wide range of web applications.
- Explain CQ architecture/infrastructure, CDN, Dispatcher caching, and other technical topics to non-technical business people.

6D Global (formerly Six Dimensions), Direct Employer

NEAR SAN FRANCISCO, CALIFORNIA

Staff Engineer, Adobe WEM, AEM/CQ5 CMS, Scene 7

2012

Client Engagement, Blue Cross Blue Shield of Michigan, Detroit, Michigan

Aug '14 – Dec '14

Project: Blue Cross Blue Shield of Michigan Site Redesign

Role: Senior Web Developer /CQ Front End Specialist / and later CQ5 Team Lead

- Tasked to translate all custom HTML/CSS/JavaScript into CQ components, for maintainability, consistency across the site, and for a simple authoring experience.

- Trained internal Blue Cross employees to create CQ components so they can manage their site internally. Also trained site-maintenance team on authoring within CQ (they transitioned from another major CMS).
- To work closely with authoring team during the creation of components, to create high quality CQ Dialogs and to make components as functional as possible.
- In charge of all custom front end HTML/CSS/JavaScript for front-end of new retail site.
- In charge of front end development for multi-billion-dollar healthcare company, covering all of Michigan, during their transition to provide a new customer experience (to adapt to changes in health care reform).
- Replaced old internal front-end developer when the project was under crisis, and delivered beyond expectations.
- Was central/instrumental in launching the site, on time, November 30th, 2012. See www.BCBSM.com
- Used the Twitter Bootstrap and jQuery frameworks to build AJAX tabbed components, AJAX accordion components, and drop down menus.
- Wrote JavaScript for External Link Handler scripts, URL rewriting scripts, and generally improved all pre-existing code.
- Debugged/Rewrote previous developer's code to improve for browser compatibility and for JavaScript performance.
- Actively guided BCBSM management throughout the project, to stay efficient, and to keep them apprised of the project state.
- Expected to run post-launch phases of project through mid 2013.

Client Engagement, Academy of Art University (AAU)

Aug '14 – Dec '14

Project: Academy of Art University (AAU) Redesign in AEM/CQ5

Role: AEM Engineer

- Assisted other developers with component work and general site maintenance of the second largest online University in the country.
- Worked within Pivotal Tracker to manage work, and improved various components as needed to support new requirements.
- Wrote JSP, HTML, CSS, JavaScript
- Actively trained junior CQ developer in component creation during this process.

Client Engagement, Activision

Aug '14 – Dec '14

Project: 007 Legends, Site Internationalization

Role: AEM Engineer

- Created French, German, Italian, and Spanish versions of English site.
- Worked with Adobe CQ5.4 i18n Localization and Client-libs
- Customized JSP (using CQJava object methods) to include logic for proper working of each translated site.
- Created new CSS for each version of the site wherever different from the English site.
- Created CQ Packages to be used as patches to Activision dev/prod.
- Worked within JIRA ticketing system to fix bugs.
- Improved / Re-developed existing components.
- Completed all work in a timely manner, sometimes under client pressure (and with success).

Internal Project, Six Dimensions

Aug '14 – Dec '14

Project: Six Dimensions Website Redesign

Role: Designer / Engineer

- Redesign company site by customizing new WordPress theme.
- Created totally responsive (including mobile) custom top navigation.
- Used CSS media queries and custom JS to ensure cross browser responsive design.
- Updated jQuery plugin for desired functionality of image gallery.
- Fixed other bugs with Custom CSS/JS/jQuery.
- Used JS polyfills to modernize IE7 and IE8.
- Updated existing template using PHP.
- Used Fireworks and Photoshop to create custom textures, logo/image alterations, and add new background images.

Aquilent, Direct Employer

NEAR WASHINGTON, D.C.

Technical Consultant / Federal Contractor

2010 - 2011

Client Engagement, U.S. Department of Health and Human Services, Washington D.C. Headquarters, ASPA, Office of the Secretary

Project: Stopbullying.gov

Role: Lead Developer

- Entrusted as lead (and sometimes sole) front end web developer, for a White House site initiative from the First Lady of the United States (Search Stopbullying.gov in Google).
- Ensure the meeting of a strict deadline, under high pressure from multiple government agencies.
- Guarantee results for a site with major public interest and exposure.
- In charge of implementing the design and functional requirements set out by the design team and client.
- Used CSS/HTML to translate Photoshop PSD files from design team, according to pixel perfect quality requirements.
- Used JavaScript/JQuery to implement rotating billboards, menus, gallery sliders, and so on, frequently requiring custom code.
- Manage site publishing and run Rsync scripts to push pages live manually (full admin).
- Delegated tasks to junior developers and trained staff as needed during the course of the project, to make full use of available resources.
- Used Velocity template language to customize the page templates, in the absence of our back end Percussion developer.
- Used Excel to document, manage, and report work on tasks.
- Completed the site on time, and launched with recognition from client, with a press release from the Secretary of Education.

Project: Flu.gov Content Migration

Project Lead

- Act as Project Lead for final portion of Flu.gov multiagency redesign project, in a high pressure, fast-paced atmosphere.
- Single point of contact with client in the absence of tech lead and project manager, in the week before the site's launch (With considerable success and recognition from client).
- Assign tasks to content team, monitor progress, and ensure thoroughness and accuracy of work.
- Lead status meetings with development team and client, and provide projections and updates.
- Continually work with client for change management, and to respond to client QA.
- Ensure that a large amount of work is complete under a tight deadline.
- Work as developer on tasks that could not be accomplished by more junior developers.
- Successfully launched site as planned, on time.

Project: Stopbullying.gov Initial Redesign

Technical Consultant

- Work as web developer to implement a site under a direct Whitehouse FLOTUS initiative.
- Recreate customer documents according to design specs, using HTML and CSS.
- Documented all work and report progress.
- Completed site on time, with immediate press releases and commercials from the President and First lady. Received wide-spread attention from media.

Project: HHS.gov Intranet Redesign and Migration

Lead Developer

- Act as POC during the massive HHS intranet migration, a site used by all employees of the Department of Health and Human Services nationwide.
- Create reports and monitor progress.
- Use HTML, CSS, and JavaScript to re-create pages existing on the previous flat HHS intranet.
- Act as final content editor.
- Completed project successfully, ahead of schedule.

General Responsibilities Between Projects

WDII / System Administrator (Functional)

- Use strong communication skills and technical expertise to consult with demanding and important client.
- Act as trainer and mentor to new personnel, to make their transition quick and comfortable.
- Periodically act as Unix (Solaris) system administrator, and update Oracle 10g database as needed (Toad).
- Use JavaScript and jQuery to make pages more interactive.
- Migrate pages and files from existing HHS sites into Percussion WCMS.
- Work with client to create, update and adjust HHS web content.
- Document work process and make weekly progress reports.
- Create proposals to improve work experience and efficiency.
- Worked with intranet migration team to plan and execute large-scale HHS intranet migration.

- Worked on initial release of award winning StopBullying.gov for content development and quality assurance.
- Use valid and accessible (section 508 compliant) HTML and CSS in page coding.
- Reproduce style of customer documents in HTML and CSS, with the aid of graphic software (Photoshop and Fireworks).
- Worked with internal ticketing system to support HHS Web Communications Division.
- Assign tickets periodically in the absence of our ticketing manager (requires an understanding of both the tasks to be completed, and the specific strengths of different members of our team).

The Fireplace Shop of Bethesda, Inc

NEAR WASHINGTON, DC

Marketing and IT Director, Sales Manager (Family Ownership)

2005 – 2009

- Home Energy Appliance SME, esp for Wood, Pellet, Electric, Natural Gas, Propane, and alternative energy heaters, woodstoves, fireplaces, and other. Family continuously in this business since early childhood.
- Write and create campaigns around energy related products and services, in the Fireplace, Home Heating and Barbecue wholesale and retail markets.
- Understand, utilize, and tailor manufacturer marketing materials for our region's clientele, and various audiences as needed.
- Advertise around energy tax credits for alternative fuel appliances and technologies, including wood stoves, pellet stoves, and high efficiency fireplaces.
- Very familiar with marketing relating to the energy industry.
- Receive training around energy, for understanding of the wood, natural gas, pellet fuel, coal, and wind energy markets, for intelligent marketing and sales with intelligent retail clients, experts and builders.
- Manage, develop, negotiate, and purchase all company advertising for all media channels.
- Established consistent marketing/branding across all channels.
- Write all marketing content for print, web, and radio marketing for retail and wholesale.
- Design all marketing materials for consistent presentation and messaging across all channels.
- Design, Develop, and maintain company website through 4 generations, ending 2009.
- Customer relations, final resolver of customer complaints. Responsible for public perception.
- Created and enforced company wide policy (from scratch did much that HR does for most organizations- wrote and edited large company handbook, PTO arrangements, etc...)
- Wrote internal policies, memos, and notices for our wholesale customers.

Please refer to my LinkedIn profile, and request to connect, for additional information, experiences, endorsements, organization affiliations and recommendations.

Business Skills

Summary:

- Management Consulting, Management, Directorship, Leadership.
- Business Ownership, Executive.
- 5 years of successful business ownership.
- Startup development, business infrastructure.
- Payroll (ADP, employee and 1099).
- Childhood exposure to successful family business (open 1957-Present).
- Accounting, Budgeting, Quarterly Forecasting, Prospectus, Financial Statement Prep and Analysis.
- Strong Executive Presentation Skills.
- Contracts (Any-MSAs, Corp-to-Corp (C2C), Contractor, Sales, Adjunct Staffing, NDAs, Investment Notes, &c...).
- Procurement.
- RFx Process, Bi-directional (RFI, RFP Creation and Responses, &c...).
- Management and Acquisition Planning (M&As)).
- Interviewing, Job Descriptions.
- Organizational planning and strategy.
- HR – Planning, Corporate Handbooks.
- Value, Prioritization.
- Team building, delegation.
- Reporting, enterprise business tools. Salesforce, ADP, &c...

- Highly Experienced General Customer Care, Client Facing.
- Experienced in General Salesmanship.
- Business Ownership and Management Experience.

Technical and Design Skills

Summary:

- Digital Platform SME.
- Adobe Product SME.
- Strong Core Computer Skills: Touch (blind) typing 80+ wpm for all character transcription, and 100+ wpm for typical use.
- Content Mangement, Mobile Application, IoT, and Architectural Generalist.
- Functioned as an indispensable internal technical leader/advisor at Adobe.
- Adobe Trained CQ 5.5, AEM 6.2.x, AEM Apps/Mobile, Livecycle Designer, and Scene 7 Developer (NYC, Lehi, McLean & San Francisco).
- Adobe Trained Marketing Cloud, Document Cloud, Adobe Sign, Target, Social, Insight/Data Workbench, Adobe Analytics, etc.
- Expert Architect/Engineer
- Performance Strategist
- Ample full stack experience. Unix/Linux system administrator. I run my own private servers via Shell only.
- Responsive Web Development, Cross site.
- JSP/JSTL Template and CQ5 Component development.
- Proficient using Adobe Creative Suite 4 (Dreamweaver, Photoshop, Fireworks, Illustrator and Flash), Microsoft Office (Word, PowerPoint, Outlook, Excel), MySQL, MS Access, Oracle 10g, Filemaker Pro 6-10...
- Hand coding of XML, XHTML, HTML5, CSS 2/3.0, and JavaScript, JSTL. (Highly able with minimal IDE, pure text Notepad++/TextWrangler/Vim).
- Experienced with Joomla CMS, WordPress CMS, Percussion CMS, and currently working with Adobe CQ5, (also familiar with Drupal.)
- Experienced with SEO and cross-browser compatibility. All design according to web standards.
- Experienced with Mac, Windows, and Linux.

Programming Languages and Related: UML, \LaTeX , XML (XHTML, XSD, XSLT, RSS), JSON, HTML/HTML5, CSS 1.0 - CSS 3.0, JavaScript, AJAX, SQL, PL/SQL, JSP/JSTL, Java, PHP (some- in the context of WordPress & Joomla templating). LESS/SASS or any other CSS preprocessor. UNIX Shell, BASH/KSH, Cygwin, POSIX, Awk, Sed, Expect. Now learning NodeJS, Python, C and C++

Version Control: Git, Mercurial, SVN, VLT - in combination with manual/scripted versioning. Self-created Versioning System. GitHub, Bitbucket, Dockerhub.

Frameworks/Libraries: JQuery, JQuery UI, Bootstrap, Foundation, Semantic UI, ExtJS (some- in the context of CQ widget development), Jasmine, Qunit, now interested in Angular.js, Backbone.js, Polymer. My own framework/library. Developer of frameworks/libraries.

Hardware/OS: Mac, Windows, GNU Linux, Amazon Linux/EC2, RHEL, CentOS 6/7, CoreOS, Docker, Unix Variants, Raspberry Pi/Raspbian, Solaris, IBM AIX, iOS, Virtual Machines.

Software: AEM/Marketing Cloud, Adobe Creative Cloud (Dreamweaver, Photoshop, Fireworks, and Illustrator), Microsoft Office (Word, PowerPoint, Outlook, Excel), OpenOffice, MySQL, MS Access, and Filemaker Pro 6-10. Eclipse, Aptana Studio, TextWrangler, Notepad++, Vim (preferred).

Natural Language and Culture

English:

- Native Language.
- English Vocabulary \geq 99.89th percentile (WAIS-IV test. See Psychometrics).
- Experienced writer and editor. Currently a blogger.
- Recognized for very strong verbal and written English, flexible to many different regional/cultural variants/dialects.
- Sensitive, empathetic, and professional email and social media writer.
- Skilled and creative marketing writer.

Korean:

- Elementary Proficiency. Business proficiency desired.
- Trained for 2 years by private Korean instructor, in exchange for teaching her English.
- Traveled to Korea for nearly one month, in 2000, to visit my friend's family. Visited many locations: Seoul, Busan, Seorak-san, Baekdu-san, Cheju-do, etc..
- Able to read Hangul (Korean written language).
- Can navigate without assistance.
- Best friends growing up from young age are Korean. Familiar with culture, food, etiquette, family life, manners, etc...
- Interested in opportunities to improve Korean language skills.

Spanish:

- Elementary proficiency. Business proficiency desired.
- Learned Spanish in middle and high school, traveled abroad to Mexico, Bolivia, Costa Rica, and lived in Miami for 2 years.

Latin:

- College courses taken, free time study.
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Testing

Psychometrics and Intelligence Testing

AS OF MARCH 15, 2018

- Gifted and Talented, IQ tested and selected twice in Childhood (2nd and 7th grades, MCPS, Maryland).
 - Immeasurable Intelligence (Due to Statistical Norming Requirements and Ceiling/Maximum Scores). Retested and reconfirmed twice as an adult.
 - SB-V FSIQ much greater than 99th percentile.
 - SB-V Category Gc \geq 99.6%, Subtest Ceiling Visuospatial \geq 99.89%, Subtest Ceiling Crystallized Verbal \geq 99.89%.
 - WAIS-IV Subtest Ceiling Score, Matrix Reasoning (Intuitive Problem Solving), \geq 99.89%.
 - Additional extended-ceiling testing/preparation in progress (Miller Analogies Test, Qoyman's Intelligence Tests for the High Range, and other).
 - Myers Briggs: [IIE]NTP. (Questionable test with some utility)
 - Strong Interest Inventory primary matches: Lawyer, Professor.
 - Personal strengths: Empathy, Rapid Idea Generation, On-the-fly Processing, Associative Memory, Visuospatial/Intuitive Problem Solving, Oral Communication, Decision Making, Experienced Judgment, Leadership.
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Education

Harvard University

CAMBRIDGE, MASSACHUSETTS

Masters of Liberal Arts, Management, Extension Studies*Expected Graduation 2023***Certificate of Business Economics, Extension Studies***Expected Completion 2023*

University of Alaska

ANCHORAGE, ALASKA

Coursework in Mathematics, In Progress

2017

Mathematics course(s) to support Academic and Professional Goals.

University of Maryland, University College

ADELPHI, MARYLAND

Bachelor of Science, Computer and Information Science

2010 - 2011

GPA 3.91, Honors: Magna Cum Laude

Bachelor of Science, Psychology

2009 - 2010

GPA 4.0

University of Maryland, College Park

COLLEGE PARK, MARYLAND

Double Major in Philosophy and Psychology

2001 - 2006

Personal focus on Logic and Ethics.

Washington International Flight Academy

GAITHERSBURG, MARYLAND

Aircraft Pilot, Fixed Wing, In-Training

2011 - 2012

103.5 flight hours. Attained solo-pilot endorsement, and nearly attained PPL (currently in progress).

Honors and Awards

University

Magna Cum Laude	<i>Computer and Information Science, University of Maryland, UC, 2010</i>
Upsilon Pi Upsilon	<i>Intl. Honor Society for the Computing and Information Disciplines. Inducted May, 2012</i>
Phi Theta Kappa	<i>Phi Theta Kappa Honor Society, Inducted May 2001</i>
Psi Chi	<i>International Honor Society of Psychology, Inducted April 2011. (ID: 1029223)</i>
Most Utilized Developer	<i>Six Dimensions, Quarter 4 (second quarter on job), 2012</i>

Professional Training

Adobe Systems	MCLEAN, VA
Adobe Campaign Training	<i>February 2016</i>
Adobe LiveCycle/AEM Forms Designer Training	<i>May 2015</i>
Adobe Demo-To-Win Training	<i>April 2015</i>
Adobe Systems	SAN FRANCISCO, CA
Adobe Scene 7 Professional Training	<i>September 2012</i>
Adobe Systems	NEW YORK, NY
CQ5.5 Developer Course	<i>August 2012</i>
Multi-day developer course for CQ5.5 in Adobe's NYC office.	
Adobe Systems	LEHI, UT
AEM Apps Training	<i>May 2015</i>
Percussion	WOBURN, MA
Percussion CMS Developer Training	<i>November 2011</i>
Multi-day developer and administration training near Boston, MA.	
Adobe Digital University	ONLINE TRAINING
Multi-Solution-Architect Training, Full Marketing Cloud Product Suite	<i>2016</i>
Marketing Cloud Training - AEM 6.2, Social, Analytics, Campaign, Target, Media Optimizer, Primetime, AEM Apps, Assets	<i>2015 - 2016</i>
Document Cloud Training - eSign, DRM/Document Security, Adobe Sign, Acrobat	<i>2015 - 2016</i>
Creative Cloud Training	<i>2015 - 2016</i>

Organizational Affiliations

Professional Organizations	AS OF H1, 2021
<ul style="list-style-type: none">American Mathematical SocietyIEEE Institute for Electronics and Electrical Engineers.Data Science CentralApache Software Foundation Member of the user groups Sling and Jackrabbit.	
Conferences / Professional Events	AS OF H1, 2021
<ul style="list-style-type: none">GeoInt, Washington DC, 2015 (GeoSpatial Intelligence Community)Adobe SUMMIT, 2019 (Enterprise Software)Adobe Worldwide Sales Conference, 2014, 2015, 2019 (Internal Adobe Sales Strategy)COFES 2018 (Congress on the Future of Engineering Software)DENT, Santa Fe, NM, 2018 https://dentthefuture.comOther professional conferences attended as well.	
Organizations of Personal Interest	AS OF H1, 2021
<ul style="list-style-type: none">Mensa America, Mensa International. Lifetime Member. EPGSIG Member - Mensa's Special Interest Group for the Exceptionally and Profoundly Gifted Vanity email (@member.mensa.org) and membership card can be provided for confirmation:	

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- Intertel, Society for the Intellectually Gifted.
Before a recent website update, I was listed in the public directory with my photo, still visible here: <https://web.archive.org/web/20160721223939/http://www.intertel-iq.org/directoryae.php> Mensa Lifetime Member Card.
 - AOPA
Aircraft Owners and Pilots Association.
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Interests

My hobby is to fuse/synthesize the following interests: Despite my long background in business in technology, my primary area of expertise is Moral Philosophy. In my spare time I synthesize various disciplines creatively and relate them to my own behavior. I have a blog, mattanaw.org, entitled "Book and Journal of Mattanaw" which houses my many writings, photographs and videos

Clearances

Clearance Categories and Current Status

Public Trust

Public Trust, NACI, Issued by OMB, for DHHS, 2010

TS/SCI

Seeking. Willing to obtain TS/SCI

Letters of Recommendation and Professional References

Available Upon Match

Reference letters can be found at mattanaw.org/work-and-career-recommendations.html at any time. If interested, I can send individual reference documents and contact details.