

# SHELDON R COHEN

6508 W Sample Rd, Coral Springs, FL 33067 | C: (561) 702-2607 | sheldon@sheldonrcohen.com

## SUMMARY

Seasoned software engineer and systems architect with a deep knowledge of ecommerce and enterprise system architecture. Excellent problem solving skills with a focus on providing leading-edge solutions.

Respected member of the Florida IT community with industry experience in banking, ecommerce, health care. Has worked with clients that range from startups to Fortune 500 companies, skilled in developing business plans, requirements specifications, user documentation and architectural systems research. I am also an active member of several South Florida based .Net Code User Groups as well as the founder and organizer of South Florida based community, which was a member of INETA North America that had over 150 active members.

Programed in .Net (C#) since the beta release but still keep up-to-date on my technical skills in many other areas such as C#, MVC, AJAX as well as LAMP development and have a keen eye for attractive and intuitive UI/UX.

## HIGHLIGHTS

- C#
- .NET
- MVC
- LINQ
- OOP
- Soap / XML
- PHP / LAMP
- jQuery / JSON
- HTML5 / CSS2/3
- SQL / T-SQL MySQL
- Cloud / Virtualization
- SVN / Git / TFS / VSTS
- Agile / Scrum
- Extreme (XP) Continuous Integration (CI)
- Bootstrap
- Handlebars w/ Moustache
- ChartsJS
- AngularJS
- Knockout
- Backbone
- Jenkins
- Reporting Services (SSRS)
- CMS Including DNN Software, Joomla, WordPress & SharePoint
- Ecommerce including Magento, Shopify, Bigcommerce, Netsuite 3dcart, Oracle, Commerce Cloud, ASPDNSF, WooCommerce

## ACCOMPLISHMENTS

- Acquired vast experience with enterprise, large scale, mobile and legacy development
- Designed and engineered Data Warehouse for national wide retailer with disparate systems including two different business units using separate ERP systems; Great Plains/Dynamics and Mas90 on SCO UNIX
- Highly adaptable in quickly changing technical environments with very strong organizational, problem solving and analytical skills
- Unique blend of Logical / Technical skills, and Creative / Concept development skills
- Kept up technically with the ever changing landscape of a technical career, sometimes on the bleeding edge of technology while resisting the temptation of always utilizing the latest technology just because it's "cool"

## EXPERIENCE

09/2013 to Current

### CTO / Lead Engineer

**GoDataFeed** – Plantation, FL

- As lead developer, managed agile team to re-architect and rewrite existing legacy system into cloud SaaS product suite.
- As part of the rewrite, created API to increase ability for vendors and merchants to extend capabilities with their Data Feeds and Order Sync Orders via RESTful endpoints they can manage from without their account.
- As CTO, managed all technical aspects of the company, worked on

product roadmaps, met with executive team to achieve strategic goals that align with the company vision and worked in a consultative fashion with other department heads, such as marketing, product management and operations as an adviser of technologies that may improve efficiency and effectiveness of each department.

**Highlights:**

- Built and maintain many integrations to and from merchants' systems via SOAP/XML, JSON/REST and Custom integrations.
- Created complex migration project to port the legacy merchants' data into Doradus, included bringing over historical reporting on analytics and order synchronizations.
- Streamlined and stabilized deployment process to include unit testing and multi stage release management process, this allowed for a stable deployment process.
- Improved and optimized the code that runs Doradus to allow for increased scale while saving costs. This allows for reliable, predicible scaling while saving costs due to increased performance for processes such as our imports from merchants' carts, submission to marketplaces such as Amazon or Houzz.
- Import times from our legacy system were cut by as much as 50%, allowing us to bring in data more often without having to scale up for it.
- Instituted daily meetings with the development team to improve communication, resolve hindrances, and maintain focus.

**01/2010 to 09/2013**

**General Partner / Lead Engineer**

**Giant Concepts** – Delray Beach, FL

Brought vast experience with enterprise, large scale and mobile technology and utilized it with a wide mix of clients ranging from startups to large enterprise such as the Florida Department of Transportation (FDOT). Giant Concepts provides solutions for a broad range of projects. From building web based software and managing social to managing PPC, SEO consulting and graphic design. Additional services include business analysis, business consulting and business continuity.

**Highlights:**

Some of our client projects include working with FDOT on SunPass.com and Tollbyplate.com by working with their technical team on the UI/UX with some backend integration of their Struts/Tiles2 application. Worked with Magento Community Version and successfully set up various B2C/B2B sites for some of our clients business, including increasing one of our client's revenues by 1900% by improving their PPC campaigns and on/off site SEO. Lead the development team contracted to build consumer based financial product built with C#/MVC3/SharePoint which was nominated for Honorable Mention at the 2012 MITX Interactive Awards.

**01/2010 to 01/2011**

**Director of Programming & Technology**

**Highland Products Group** – Boca Raton, FL

Was hired as the first internal technical employee, prior to my joining the team, all facets of technology were outsourced. Hands on technical lead for a small team, including architecting ecommerce solutions, automating key internal processes to reduce overall efficiencies. Included in my responsibilities were all aspects of Information Technology management and control which also included supervision of information technology employees, budget preparation and management, recommendations for technical acquisitions and development of guidelines, standards and procedures.

**Highlights:**

Headed up a major systems conversion by taking a 7+ year old .asp based system that was 100% outsourced and upgrading to modern web 2.0 ecommerce both front and back ends. Managed over 75 ecommerce websites including several customer/vendor sites for both Sales and Customer Service.

**01/2010 to 01/2011**

**Lead Engineer**

**Excelsior Interactive** – Boca Raton, FL

Full-Service Interactive Marketing Agency. SEO, SEM, SMO, marketing, web design, video, online reputation management, feed management, media planning & buying. Excelsior has been the interactive marketing arm of Highland Products Group since 2002 and has built that company into an

Internet 500 Retailer, with over \$90 million of sales since launch and a \$20 million per year revenue run rate.

I was responsible for working with the internal team of designers utilizing contemporary design to create various web sites for specific client needs. Clients included FDOT as well as several additional ecommerce sites for a customer with approx. \$375M in revenues.

**10/2009 to 01/2010**

**Software Engineer**

**Private Startup** – Pompano Beach, FL

Worked as a contractor for a privately funded startup in the education space. Project details are confidential, but the software platform was a high traffic transactional financial system with some aspects of social networking incorporated. The project incorporated various technologies such as, C# 3.5, LINQ, WCF, MVP Pattern, MS SQL 2008, and Cruise Control Continuous Build Environment.

**08/2008 to 09/2009**

**Lead Developer / IT Director**

**PassportMD** – Delray Beach, FL

Hired as the first technical employee for a privately funded startup where I systematically brought control, consistency, security and quality to all development efforts while reducing the number of bugs/defects that were being tracked. By using agile principles, I was able to reduce the introduction of new defects by implementing a series of incremental steps including shorter release cycles and unit testing. I broke away from traditional SLDC process for new projects and focused on not over engineering each new piece of functionality introduced and created dedicated resources for Q&A. Prior to this, all development was outsourced and the developers performed their own Q&A with no internal checks.

**Highlights:**

- Engineering web development and system design, all layers, from database to services to user interfaces.
- Designed and Implemented API used by multiple vendors to upload via web services standardized xml files that populate Personal Health Records for individuals with tracking, auditing and logging using C# 3.5, XSLT, LINQ. Created working API documentation as well for use by vendors with test applications and code snippets to get up and running quickly.
- Created Bi-directional syncing implementing Microsoft HealthVault using native MS .net SDK and using .Net 2.0 Web Services for most of the implementation.
- Implementing software development life cycle policies and procedures.
- Selected by Medicare for 2009 PHR Pilot (amongst only 4 vendors chosen including Google), built SOAP/XML Web Services using .Net 3.5, LINQ and MySQL and very complicated XSD schemas from Health Level 7 and ASTM combined that are known as CCD (Continuity of Care Document).

As part of our Medicare selection, we had to ensure the security, privacy and physical safeguards and the confidentiality of data. We were able to comply with the scope of the document memorandum Office of Management and Budget (OMB) in OMB Circular No. A-130, Appendix III--Security of Federal Automated Information Systems and conform to Minimum Security Controls for Moderate-Impact Systems described in Appendix D and Appendix F of NIST Special Publication 800-53 in reference to our Medicare Pilot Program in Arizona and Utah.

**01/1999 to 08/2008**

**Founder / Consultant**

**DogByte Solutions** – Boca Raton, FL

Founded a small consulting shop that focused on creative solutions for small to medium companies. Services included strategic consulting, including Business Plan & Sales Strategy Development, Full Life Cycle Software Development, Database and Application, support, Data Gathering & Creating Specification Documentation with Emphasis on Exceptional Project Management.

**Highlights:**

- An international software vendor including on Inc. 500 fastest growing

companies in America for three consecutive years. Worked with their licensing web services and private label branding of acquired companies and products (C#, MS SQL 05/08, SOAP XML Web Services).

- Architected and wrote a large scale social community for a funded startup with Series A venture funding from Austin Ventures and private investors created to help people contemplating, going through or recovering from divorce (C#, .Net 2.0, Master Pages, MSSQL 2005).
- Built online private community for over 100 non-centralized attorneys to communicate and share files, ideas, thoughts in very secure environment.
- Created web based online Loan Management System. Allowed several call centers to manage, track small signature loans to consumers. Automated tracking by reconciling against bi-weekly allotments from banking API. Included the ability for tracking late payments, fees and added workflow to the application/refinance process. (C#, MSSQL 2005, DotNetNuke as the core framework).

### **Lead Engineer / Corporate Applications Manager**

**Vision Care Holdings** – Lake Worth, FL

A retail chain with 75+ stores, which required equal amounts of technical and managerial expertise while multi-tasking on various projects.

#### **Highlights:**

- Planning and executing projects of varying lengths of time.
- Presenting and gaining executive buy in and sign-off on various projects.
- Measuring and prioritizing internal user requests.
- Allocating resources while still being hands-on with development, technical writing and managing personal.

Management responsibilities included setting project schedules and priorities, overseeing outside vendors and creating project specifications. Major operation included co-locating majority of IT infrastructure from Lake Worth to NOC in Georgia increasing stability, up-time, and scalability and providing high availability of existing systems.

Other responsibilities included; Crystal Reports, developing and maintaining C# applications both fat and thin client, database development, corporate intranet creation and finding innovative ways to share real-time data across multiple platforms and develop data warehousing for medium sized company.

## **EDUCATION**

MIS

**Florida Atlantic University** – Boca Raton, FL, USA

Studies focused in application development, IT project management, multimedia design, technical planning, and business case analyses. Created working prototypes for numerous web site projects and desktop applications.

Business Administration

**Quinsigamond Community College** – Worcester, MA, USA

Studies focused in marketing, business administration.

## **LINKEDIN.COM RECOMMENDATIONS**

<http://www.linkedin.com/in/SheldonRCohen>

"The retained knowledge and experience that Sheldon has amassed is incredible. I have personally witnessed Sheldon take on projects single handedly that should have required nothing less than a whole team. Sheldon is extremely dedicated to his work, and it manifests itself in the attention to detail that he gives."

— Scott Averbach, President, Excelsior Interactive, LLC, worked directly with Sheldon at Highland Products Group

"Sheldon is the best IT director I have had the pleasure to work with. Unlike most IT people, he was able to not only manage project deadlines and IT teams, but he also was an expert coder. The real differentiating talent for

Sheldon is that he is an IT guy with the ability to wear many hats, coding, management and then even the ability to sell the technical features of a product. I highly recommend Sheldon without hesitation."

— Steven Hacker, Founder & CEO, PassportMD, managed Sheldon at PassportMD

"Sheldon was consulted with on a few small projects my organization had in the past. He was found to be incredibly knowledgeable, easy to work with, and consistent with his results. I would recommend Sheldon if you are after any such qualities as he is sure to meet and exceed your needs."

— John Flanagan, was Sheldon's client

"Sheldon is a dedicated professional that brings immense skill, experience and expertise to any project or venture. He is incredibly personable and gets behind the clients' excitement and vision and makes it happen."

— Michelle Blohm, was Sheldon's client

"I hired Sheldon for a development project (web-based inventory management app) and was very satisfied with all aspects of working with him. Would recommend him highly."

— Gary Truitt, was Sheldon's client

"We used Sheldon and his company for our own website that needed a new look. Sheldon's is extremely knowledgeable, and is a great programmer. We have also partnered with his company for some of our clients that needed advanced web development. He is very easy to talk too, and loves to work on challenging projects."

— Dave O'Keefe, was Sheldon's client