

Sheldon Cohen

Chief Technology Officer

sheldon@sheldonrcohen.com

(561) 702-2607

11265 Coral Key Dr Boca Raton, FL, 33498

HIGHLIGHTS

Results-oriented technology executive with 15+ years of experience and proven knowledge of application development, advanced technology, and IT strategy. Highly data-driven professional committed to designing scalable enterprise platforms with a wide range of technical domain expertise and business acumen. Extensive experience as a full stack developer with a keen eye for UI/UX.

EXPERIENCE

Chief Technology Officer

GoDataFeed, Plantation, FL / Sep 2013 - Present

- **Oversee all technical aspects** of the company, working on product roadmaps and with the executive team to achieve strategic goals that align with the company vision. Partners with other department heads such as marketing, product management, and operations as adviser of technologies that may improve the efficiency and effectiveness of each department.
- **Modernized legacy .NET Framework monolithic** application into a .NET Core-based decoupled architecture in AWS leveraging serverless and NoSQL databases. The new architecture reduced the operational overhead, as well as the overall cost by more than 40% while making the architecture capable of rolling out new features quicker.
- **Streamlined and stabilized** the deployment process to include unit testing and a multi-stage release management process, which allowed for a stable deployment process. Built and maintained many integrations to and from merchant systems via SOAP/XML, JSON/REST, and custom integrations.
- **Constantly and continuously integrating** new APIs, vendors, and platforms into GoDataFeed's feed automation platform ingesting millions of catalogs from many sources allowing our merchants from all over the world to manage, optimize and publish their catalog to virtually anywhere using a seamless and intelligent process.
- **Spearheaded the construction of an API** that enabled merchants and vendors to extend data capabilities through RESTful endpoints.

Principal Software Engineer

Giant Concepts, Delray Beach, FL / Jan 2010 - Sep 2013

- Interfaced with diverse startup and large enterprise clients to provide various business, software, and design services including web-based software development, social media management, search engine optimization, graphic design, business analysis, and consulting.
- Using Magento Community Version, successfully set up various B2C/B2B sites, including increasing one of the client's revenues by 1900% by improving their PPC campaigns and on-/off-site SEO.
- Managed several client projects such as SunPass.com and Tollbyplate.com for the Florida Department of Transportation (FDOT), working with their technical team on UI/UX with some backend integration of their Struts/Tiles2 application.

- Managed software implementations with a focus on quality and achieving tight deadlines.

Director of Programming & Technology

Highland Products Group, Boca Raton, FL / Jan 2010 - Jul 2011

- 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 technology acquisitions, and development of guidelines, standards, and procedures.
- 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 helping build out national brands' eCommerce footprint.

Software Engineer

Private Startup (Education Space), Pompano Beach, FL / Oct 2009 - Jan 2010

- 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.

IT Director

PassportMD, Delray Beach, FL / Aug 2008 - Sep 2009

- Hired as the first technical employee for a privately funded startup and 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. Breaking away from the traditional SDLC process for new projects with a focus on not over-engineering each new piece of functionality introduced quicker time to go live with features and less bugs. Prior to this, all development was outsourced and the developers performed their own Q&A with no internal checks.
- 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.
- *Exited when the company was acquired by MediConnect Global*

CEO / Founder

DogByte Solutions, Boca Raton, FL / Jan 1999 - Aug 2008

- 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.

- 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 an online private community for over 100 non-centralized attorneys to communicate and share files, ideas, thoughts in a very secure environment.
- Created a 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 a workflow to the application/refinance process. (C#, MSSQL 2005, DotNetNuke as the core framework).

Corporate Applications Manager / Lead Developer

Vision Care Holdings (Eyeglass World/Lasik Vision Inst), Lake Worth, FL / Feb 2004 - Jul 2006

- Found innovative ways to share real-time data across multiple platforms and develop data warehousing for a medium-sized company
- Responsible for setting project schedules and priorities, overseeing outside vendors, and creating project specifications. Test and deploy software and monitor the progress of existing systems.
- Multi-tasking, multi-hat position that required equal amounts of technical and managerial skills. The manager must plan and execute long-term projects and react quickly to short-term requests from the executive team and board. Included hands-on development, technical writing, and management of personnel. <http://www.eyeglassworld.com/> <http://www.lasikvisioninstitute.com/>

EDUCATION

Florida Atlantic University

Boca Raton, FL

Bachelor of Arts (B.A.) Accounting and Information Systems

Quinsigamond Community College

Worcester, MA

Associate in Arts (A.A.) Business Administration

ADDITIONAL SKILLS

| | | | |
|----------------------|--------------------|-----------------------|-------------------|
| C# | .Net | JavaScript | AWS |
| SQL / T-SQL | SOLID Principles | Serverless | Containers |
| SOAP | JSON | API (REST / GraphQL) | OOP |
| Ecommerce | Business analysis | Strategic development | Shopify |
| CI / CD | UX | Agile / Scrum / SDLC | Angular |
| RESTful Web Services | Project Management | Product Roadmaps | Disaster Recovery |

LINKEDIN RECOMMENDATIONS

"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 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