

## Andrew Michalik

310-392-8400 | www.AndrewM.com | andrewm@andrewm.com | LinkedIn.com/in/wwwandrewmcom

Accomplished Technical Manager, with strong engineering, analytic and problem-solving skills. A confident and credible mentor and manager of high-performing teams for multiple projects with a multi-generational workforce. Entrepreneurial in spirit with proven negotiation, influencing and communication skills. Demonstrated superior business judgment and strategic planning based on knowledge, skills and intuition. Excellent program management, project management, organizational agility, and cross-group collaboration capabilities. Remain flexible to changing priorities, open to new ideas while keeping company success firmly in focus. Able to work with technical and non-technical business owners to establish priorities and drive deliverables to completion.

Successful Enterprise Architect / Strategist with proven ability to take complex and difficult business requirements and architect complete solutions encompassing software, hardware and systems. A critical thinker with the skills to do the value-added tasks that technology cannot, as well as able to invent, adapt and reinvent every day, in markets that change faster than ever.

### Specialties

Ability to lead and inspire multi-disciplinary teams across domestic and international market geographies.

Executive management experience with both blue chip corporations and entrepreneurial startups.

Product Development and Management  
Expertise in leading design, sales, and delivery of technology and business solutions across multiple sectors

Cross-team coordination

Servant Leadership

### Industries

eCommerce, Online Advertising, Media and Entertainment, Telecommunications, Investment Banking and Finance, Aerospace, Defense, Legal, Warehouse Fulfillment, Engineering, Asset Management, Pharmaceutical, Facilities, Insurance.

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### Amazon.com

09/10 – Present

#### Senior Technical Program Manager (FTE)

Senior Technical Program Manager and Full Time Employee for Amazon Product Ads, a CPC site monetization program for Web merchants on and off Amazon.com. Coordinate with external teams to ensure that dependencies will be available in production, and available for integration well ahead of deadline. Successfully launched Contextually and Behaviorally Targeted syndicated ads on off-Amazon sites incorporating proprietary optimizations and filtering. Coordinated multiple domestic and international mini-summits to work through outstanding questions and lock down architectural requirements for high profile deliverables. Worked with internal and external teams to verify and improve the quality of advertisements for optimal coverage and click-through rates. Successfully launched a high throughput low latency Real Time Bidding (RTB) system on additional off-Amazon sites. Typically manage a dozen external teams with multiple projects in-flight to work through outstanding issues, questions and specifications for successful product and feature releases. Scrum Master for a team of twelve engineers and acting Product Manager during a recent personnel reorganization.

As Senior TPM, keep an innovative multi-generational engineering team firing on all cylinders and lead cross functional development teams from design through delivery. Work closely with software engineers and product managers to get high-quality software products built, tested, and released on time. Leverage critical thinking, analytical, and problem solving skills to collaborate with Product Management, Sales and external groups in remote locations (Edinburgh, United Kingdom; Bangalore, India) to define strategy and requirements. Utilize excellent written and oral communication skills to communicate regularly with senior management on status, risks and change control. Operate as the central point of contact to effectively manage communications, questions, schedules, quality, and progress updates. Coordinate fast-changing moving parts to bring together a successful product while remaining flexible to changing priorities and open to new ideas. Anticipate bottlenecks, provide escalation management, anticipate and make trade-offs, and balance the business needs versus technical constraints. Identify and manage risks, making sound judgments about quality, and stop or accelerate production at the right time. Work with technical and non-technical business owners to get things done while keeping Amazon's success firmly in focus.

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### Sony Pictures Entertainment

06/99 - 04/10

#### Enterprise Architect / Strategist | Senior Technical Manager

Contract Enterprise Architect, Strategist and Senior Technical Manager supporting and managing the President of Production Administration, Chairman of Worldwide Marketing and Distribution, four CFO's, twenty+ vendors, ten+ internal groups, and fifteen+ employees. Created and managed Scrum / Waterfall project plans for over 20 enterprise applications. Drove definition of deliverables, milestones and dependencies for an Integrated Workplace Management (IWMS) Software-As-Service (SAS) applications processing 40,000 work requests per year. Architected, developed and debugged C# / ASP.Net, MS SQL, Oracle and XML interfaces to internal web services for SAP, Archibus, asset management, Crystal / Business Objects executive reporting, security and identity management systems handling 2.5M sq ft in 80 buildings with 200+ reports and billing \$100M/yr. Developed and maintained requirements and schedules within an Information Technology Infrastructure Library (ITIL) environment; produced statements of work and executive presentations for a diverse set of infrastructure applications. Coordinated project release rollouts, assisted in group training classes and managed testing for internal initiatives such as occupancy tracking, royalty distribution, and web-based stores for both internal (Office Art) and external (Sony Online Emporium) client access. **Technologies** Adobe Flex, AJAX, C#/VB/ASP.Net, Java/J2EE, MS SQL, Oracle, OSCommerce, PHP / MySQL, Service Oriented Architecture (SOA), SAP web services, UNIX/Linux, Windows, WordPress, and XML data feeds. Recruited for this Director level position as a "short-term, part-time" contract that continued for 7+ years uninterrupted.

Technical Architect and Project Manager for a worldwide single sign-on LDAP authenticated J2SE WebLogic intranet Motion Picture Production Portal application tracking \$200M/yr in global production variances. Developed Architectural Proof of Concept, Software Architecture Document, Use Case Realizations, Reference Architecture and prototype system in preparation for a pure Java to BEA WebLogic Portal migration. Met meeting target dates for successful launch as international enterprise software. **Technologies** Borland JBuilder, J2EE 1.3, EJB 2.0, JSP 1.3, Oracle 8, Hibernate 2.x, Struts, and WebLogic Server using a Software Development Framework (SDF) customized from the Rational Unified Process (RUP). See Sony Production Portal BEA Whitepaper at [www.AndrewM.com](http://www.AndrewM.com) 11/02 - 04/10

Returned after consulting as a Technical Project Manager for the launch of a Sony intranet SQL Server based two-tier rental property warehouse management system which grew to handle \$31M/yr and seven different warehouse locations. Determined logistics, organized internal Sony IT resources, assisted in infrastructure planning and coordinated with vendor RentalTracker.com. Designed, developed and maintained two client-server database applications. The first tracked \$800 million+ in motion picture development costs; the other tracked and managed 10,000+ show data entries for the Wheel of Fortune game show. 6/99 - 7/00 [www.SonyPictures.com](http://www.SonyPictures.com)

### Voice Information Systems, Inc

06/90 - 10/02

#### CEO | Entrepreneur | Founder

Founder of successful software consulting and development firm. Designed and implemented award-winning commercial software for editing and managing digital audio plus programming tools to help run voice processing systems. Generated \$5M+ in sales with 80%+ market penetration by translating business issues into customer solutions while managing and motivating a startup consisting of 20+ employees, contractors and vendors. Products included a graphical audio editor, batch processing tools for digitized sound, an English language text-to-speech engine and a multi-threaded computer telephony hardware driver library. Delivered solutions across many vertical markets fulfilling clients' value proposition. Managed and inspired all parties to work towards common goals, including programmers, accountants, distributors, designers; coordinated production of technical documentation, marketing and sales materials. Developed a prototype Voice-Over-IP (VOIP) Internet Telephony real-time streaming audio product using on-the-fly audio compression and low-level Winsock TCP/IP protocols. Designed and implemented products using Visual Basic, C++, C, Windows SDK and 80x86 assembly.

**Clients** AT&T Labs, Domino's Pizza, Bloomberg News, Boeing, Citibank, Citicorp, Conde Nast Publications, Delta Airlines, Ernst & Young, Federal Express, I.R.S., IBM Corporation, Lockheed Martin, Northwest Airlines, Sandia National Laboratories, Siemens AG, Sprint, Sprint International, and Westin Hotels & Resorts. [www.VFEdit.com](http://www.VFEdit.com)

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## Vector Information Systems, Inc

12/89 - 08/10

### Technical Architect | Entrepreneur | Engagement Manager

Contract Technical Consultant, Architect, Programmer and Engagement Manager for a variety of small and large businesses. Developed software and systems as an individual contributor and managed teams of a dozen employees and contractors with external teams of up to ten additional developers. Additional client and contract information available at [www.AndrewM.com](http://www.AndrewM.com).

**Venice Consulting Group** Architect, Entrepreneur and Sr. Software Engineer for the TekGuard EMail Interceptor, an anti-spam email server and consumer-oriented subscription site. This Simple Mail Transport Protocol (SMTP) and Post Office Protocol (POP) email server and service runs as a C# Microsoft .NET Framework Application and Web Service on a Win 2003 Advanced Server system with a SQL 2000 back end. Weighed delivery priorities against technology gaps to successfully develop and deliver 30,000+ lines of Microsoft .NET C# code running as Windows Client/Server application. Repurposed the underlying algorithms as the Obtanium data aggregator, search engine and browser with a MySQL back end. **Technologies** ADO, IIS, LInQ, MS SQL 2000/2008, MySQL, TCP/IP asynchronous sockets, Net Remoting, Threading, WinForms, WCF, WPF, XML, Outlook Object Model. Upgraded to .Net 3.5 during 2011 technology refresh. (9/01 - 9/02, 6/10 - 8/11)

**Metropolitan Life Insurance** System Architect and Technical Project Manager for a MetLife Business to Consumer financial information web site. Performed system analysis, architectural design, and managed personnel to deliver a site that supported multiple brand identities, 24 x 7 availability and mainframe to SQL data connectivity. Brought back after completion and later company acquisition to manage across corporate boundaries to execute realistic project plans for transfer of site to parent company and network infrastructure. (1/00 - 8/00, 11/00 - 8/01, 11/01 - 3/02)

**Bertelsmann Media Worldwide** Management Technical Consultant for Bertelsmann warehouse fulfillment and Enterprise Resource Planning (ERP) Business to Business web sites. Analyzed existing and target technology roadmap, worked with international teams and engineering management to deliver strategic, long-term execution plans. (11/00 - 09/01)

**IBM Global Business Services** formerly Security Pacific Automation Company (SPAC): Designed and developed a PC-based multi-threaded OS/2 graphical interface for a bank check signature recognition system. Traveled between geographically remote prime contractors to keep project moving forward and contractors in communication. Served as lead designer technical liaison for prime contractors. (3/89 - 5/90)

### Embedded Hardware & Software Design Engineer

Raytheon Electromagnetic Systems Division, Tektronix CAE Systems Division, Micronix Integrated Systems, TRW Space Division Real-time firmware and embedded processor hardware engineer experienced in VLSI, discrete and gate array design & debug.

### Platforms | Software

**OS/Servers** Apache, CentOS, JBoss, Microsoft Windows 2008, 2003 & XP, Microsoft Internet Information Server (IIS), Unix/Linux, WebLogic Server / Portal, SAP Internet Transaction Server (SAP ITS)

**Languages** Active Server Pages ASP.NET, Adobe Flex, ASP / ASPX, PHP, AJAX, Hibernate, HTML, JSP, Java, JEE 6, JavaScript, LInQ, .NET Framework, Spring, Visual Basic, C#, Visual C & C++, WCF, WPF, XML

**Databases** MS Access, MS SQL, MySQL, Oracle, Sybase

**Protocols** ActiveX, Active Data Objects (ADO), Amazon EC2/S3, COM, Remote Data Services (RDS), TCP/IP

**Tools** Eclipse, JBuilder, PVCS, Visual SourceSafe, Visual Studio, SAP R/3 Easy Access, SAP R/3 Business Warehouse, phpBB, OSCommerce, Windows Install System, WordPress, FrontPage, DreamWeaver, Firewalls, Routers.

### Education | Certifications

MSEE (Computer Engineering) University of Southern California, 3.8 GPA

BS Electrical Engineering, Rutgers University, High Honors

Adobe Flex Certified

BEA WebLogic Portal Certified

### Awards

CT Magazine Product of the Year

CT Expo Best of Show

CT Magazine People Of The Year

CT Magazine Product of the Year

TeleConnect Magazine Editors Choice

TRW Fellowship Award