

# SHELDON R COHEN

## Software Engineer

22705 SW 66<sup>TH</sup> AVE #106  
BOCA RATON, FL 33428  
SHELDON@SHELDONRCOHEN.COM  
(561) 702-2607

### SUMMARY

A results-driven, customer-focused, articulate and analytical Senior Software Engineer who can think "out of the box". Strong in design and integration problem solving skills. Expert in C#, .NET, and T-SQL with database analysis and design with a keen eye for attractive and intuitive user interfaces. Skilled in developing business plans, requirements specifications, user documentation, and architectural systems research. Strong written and verbal communications. Interested in a challenging technical track career in an application development environment.

### EXPERIENCE

#### Chief Technology Officer

Giant Concepts, Delray Beach, FL

January 2010 – Present

<http://www.giantconcepts.com>

As head geek, Sheldon has spent much of the last decade as a software engineer and systems architect. He brings with him a deep knowledge of ecommerce and enterprise system architecture.

Sheldon has long been a respected member of the Florida IT community. With industry experience in banking, ecommerce, health care, and working with clients that range from startups to Fortune 500 companies, Sheldon brings vast experience with enterprise, large scale and mobile technology to Giant Concepts.

Sheldon has been an active member of several South Florida based .Net Code User Groups as well as the founder and organizer of South Florida based community with over 135+ active members which is a member of INETA North America.

#### Director of Programming & Technology

Highland Products Group, Boca Raton, FL

January 2010 – July 201

<http://www.highlandproductsgroup.com>

Was brought in as first internal technical employee. Prior to my joining the team, they were outsourced for all programming. Hands on technical lead for a small team, including architecting ecommerce solutions, automating key internal processes to reduce overall efficiencies.

Included in my responsibilities are all aspects of Information Technology management and control, including supervision of information technology employees; budget preparation and management; recommendations for technical acquisitions; and development of guidelines, standards and procedures.

**Highlights:** Major systems conversion taking a 7+ year old system that was 100% outsourced and upgrading to modern web 2.0 ecommerce front end and back end. We managed over 75 ecommerce websites including several customer/vendor sites for both Sales and Customer Service.

#### Lead Engineer

Excelsior Interactive, Boca Raton, FL

January 2010 – Present

<http://www.excelsiorinteractive.com>

Full-Service Interactive Marketing Agency. SEO, SEM, SMO, marketing, web design, video, online reputation management, feed management, media planning & buying. Excelsior has been the

### Skills & Technologies

C#  
.NET  
MVC  
Soap/XML  
PHP / LAMP  
JavaScript  
AJAX  
CSS  
HTML/XHTML  
SQL / T-SQL  
MySQL  
LINQ

Linux/Windows  
Vista/XP

### IDEs

Visual Studio  
Dreamweaver  
Photoshop  
Eclipse IDE  
MS Office Suite

### Skills in HealthCare

CCD  
CCR  
Microsoft  
HealthVault

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.

My responsibilities include working with the internal team of designers utilizing contemporary design to create concise web sites for specific client needs. Clients included were FDOT and running several ecommerce sites for a customer with approx. \$375M in revenues.

## **Software Engineer**

October 2009 – January 2010

**Private Startup**, Pompano Beach, FL

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

## **Lead Engineer /IT Director**

August 2008 – September 2009

**PassportMD**, Delray Beach, FL

<http://www.passportmd.com>

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

- 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.

## **Founder / Consultant**

**DogByte Solutions**, Boca Raton, FL

January 1999 – August 2008

<http://www.dogbytesolutions.com>

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.

#### **Projects Included:**

- 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**

2004 –2006

**Vision Care Holdings**, Lake Worth, FL [www.lasikvisioninstitute.com](http://www.lasikvisioninstitute.com) [www.eyeglassword.com](http://www.eyeglassword.com)

Multi-tasking, multi-hat position for retail chain with 75+ stores, which required equal amounts of technical and managerial expertise. Responsibilities included planning and executing short, mid and long-term projects, getting executive buy in and sign off, measuring and prioritizing user requests, allocating resources, hands-on development, technical writing, and management of personnel.

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, uptime, 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.

#### **Programmer / Analyst**

2004

**Think Technologies Inc.**, Coral Springs, FL

<http://www.thinktechnologies.com>

Developing Microsoft data-centric applications and .Net controls. Was known for web-based and feature rich applications. Projects included developing and designing new and existing system written in VB 6.0/COM+, SQL Server and Active Server Pages. Research and development in new .Net projects creating controls for resale and portal based software.

Primary duties include Complicated SQL Queries, DBA type role, system and code re-factoring on existing systems as well as putting forth concepts for new systems to business owner.

## **Developer / Analyst**

2003

**VIA Cell**, Boca Raton, FL

<http://www.via-cell.com>

Programmer and system architect for mobile startup developing online and mobile banking application. Application was built across several languages and technologies including C# and Java, J2ME (JavaME).

Responsible for creating web services and integration to processors and banking systems allowing a cell phone application to transfer money, wire funds, view transactions and history from an account with customers financial institutions running on SOA architecture with soap/xml messaging.

Developed an online management system for card holders use to manage their cards, transfer funds, view history, recorder/purchase new card and update their phone settings. In addition to the banking platform, other concepts that were developed as working prototypes included: SMS/Data Cell Phone Pizza Ordering System and Mobile Emergency Management System (MEMS) for business continuity

## **EDUCATION**

---

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

**Bachelor of Arts Degree – MIS Major**

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.

### **Quinsigamond Community College - Worcester, MA**

**Associate of Arts Degree – Business Administration Major**

## **CAREER HIGHLIGHTS**

---

- 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
  - Working with Standards such as Health Insurance Portability and Accountability Act (HIPAA) and Interoperability in Health Care Systems such as CCR (Continuity of Care Record) & CCD (Continuity of Care Document)
- 

## **ACTIVITIES & PROFESSIONAL NETWORKING**

---

### **The Boca Raton DotNetNuke Meetup Group - Founder and Organizer**

Local .Net User Group founded in 2006 with 130+ members the focus is on module development, skinning and any related topic to having or using DotNetNuke Open Source Portal.

<http://dotnetnuke.meetup.com/44/>

## RECOMMENDATIONS FOR SHELDON FROM LINKEDIN.COM

<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*