

# SHELDON COHEN

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## | WEBSITES, PORTFOLIOS, PROFILES

- [sheldonrcohen.com](http://sheldonrcohen.com)
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## | PROFESSIONAL SUMMARY

Forward-thinking technical professional with a complete understanding of the entire software development lifecycle. Highly trained in full-stack development and known for having talents in .NET and database design.

Extensive experience designing scalable enterprise platforms with a wide range of technical domain expertise and business acumen. Decisive problem-solver and organized leader with success handling diverse project types and sizes. Offering 15+ years of experience and drive to positively impact business objectives.

## | ACCOMPLISHMENTS

- Developed solid working knowledge of engineering, design and architecture as the Lead Software Developer / CTO while working at GoDataFeed with a team of onshore/offshore developers.
- Modernized an existing legacy system that was toppling over, and reduced operational cost by 40%.

## | WORK HISTORY

### **GRUBBRR - Principal Software Engineer**

Boca Raton • 09/2021 - Current

- Tuned systems to boost performance.
- Worked with software development and testing team members to design and develop robust solutions to meet client requirements for functionality, scalability, and performance.
- Coordinated efficient large-scale software deployments.
- Performed continuous reviews of projects and teamwork in order to enact proactive changes that maintained efficiency.
- Tapped by **leadership** to build out a product geared to SMB clients using Clover POS that **automated onboarding process** including creating a marketplace app and setting up a case for customer success managers to follow up with in Salesforce. Read more <https://clov.grubbr.com/how-it-works>.

## | TECHNICAL PROFILE

- .NET Core / C#
- MS SQL Server
- MySQL
- Cosmos Db / MongoDB
- Angular / Typescript
- REST / SOAP / gRPC-Web
- AWS / Azure
- Test Driven Development
- Engineering standards
- Software Development
- Software Architecture Design
- Performance Tuning
- Development Lifecycles
- Jenkins / Github Actions
- AWS CodePipeline/CodeDeploy

## | SKILLS

- Software Release Management
- Continuous Integration
- Scrum / Agile
- Web Applications
- Software Design
- Performance Tuning
- Team Development
- Leadership
- Performance Management
- Mentoring
- Product Roadmaps
- Problem Solving

## | EDUCATION

### **Florida Atlantic University**

Boca Raton, FL

**Bachelor of Arts:** Management Information Systems

### **Quinsigamond Community College**

Worcester, MA

**Associate of Arts:** Business Administration

## **Accountability: 4 Internal Employees and 3 Near-Shore/Off-Shore Teams**

Leadership Context: Brought on as second in a team to lead the **re-platforming** of the flagship Kiosk product and large scale SaaS platform. Responsible for guiding strategy, building roadmaps, developing teams, and establishing processes to make the platform stable and more efficient.

### **GoDataFeed - CTO / Lead Developer**

Plantation • 08/2013 - 08/2021

- **Oversaw all technical aspects**, working on product roadmaps and with executive team to achieve strategic goals that align with company vision. Partners with other department heads such as marketing, product management, and operations as adviser of technologies that may improve efficiency and effectiveness of each department.
- **Modernized legacy .NET Framework monolithic** application into a **.NET Core** decoupled architecture in **AWS** leveraging serverless and **NoSQL** databases. New architecture reduced operational overhead, as well as overall cost by more than 40% while making architecture capable of rolling out new features quicker.
- **Streamlined and stabilized** 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 merchants from all over the world to manage, optimize and publish their catalog virtually anywhere using a seamless and intelligent process.
- **Spearheaded construction of API** that enabled merchants and vendors to extend data capabilities through **RESTful** endpoints.

## **Accountability: 5 Internal Employees and 4 Near-Shore/Off-Shore Teams**

Leadership Context: Brought on to build and stabilize the existent proprietary platform and later tapped by executive team to take on the leadership of technology operations based on strong knowledge and performance. Responsible for guiding strategy, building roadmaps, developing teams, and establishing processes to make the platform stable and more efficient.

### **Giant Concepts, LLC - Principal Software Engineer**

Delray Beach • 01/2011 - 09/2013

- Interfaced with diverse clients that ranged from startups up to 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 client's revenues by 1900% by improving their PPC campaigns and on-/off-site SEO.
- Managed several client projects such as SunPass.com and

## **| LICENSES & CERTIFICATIONS**

- AWS Technical Essentials Training -2021
- Leading with Next-Generation KPIs, with Michael Schrage – LinkedIn
- Ranked in top 25% in C# and .NET with TESTDOME - 2020

Tollbyplate.com for 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 focus on quality and achieving tight deadlines

#### **Accountability: 4 Technical Team Members**

Leadership Context: Responsible for overseeing technology operations. Created proposals and executed them for a diverse set of clients.

#### **Highland Products Group - Director of Programming & Technology**

Boca Raton • 01/2010 - 07/2011

- Worked closely with management teams to plan, develop and execute technical strategies aligned to company's vision.
- Was hired as first internal technical employee, prior to 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 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.

#### **Accountability: 5 Technical Team Members**

Leadership Context: Served as the first technology employee. As the company grew, I was later promoted to Director with responsibility for architecting ecommerce solutions, automating key internal processes, and improving efficiencies. Before joining the team all facets of technology were outsourced.

#### **Passport MD - IT Director**

Delray Beach • 08/2008 - 09/2009

- Reduced new defects by implementing shorter release cycles and unit testing. Broke away from traditional SDLC process for new projects by focusing on Agile methods resulting in greater efficiency and quicker time to go live.
- 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 known as CCD (Continuity of Care Document).
- Maintained 100% compliance with Medicare standards for security, privacy, and physical safeguards and confidentiality of data. Helped company to remain compliant with scope of Document Memorandum Office of Management and Budget (OMB).

**Accountability: 5 Technical Team Members**

Leadership Context: 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 being tracked. Implemented SDLC policies and procedures. Exited when company was acquired by MediConnect Global.

**DogByte Solutions - CEO & Founder**

Boca Raton • 01/1999 - 08/2008

- Serviced Inc. 500 international software vendor 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 large-scale social community for funded startup with Series A venture funding from Austin Ventures (and private investors) 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 a very secure environment.
- Created web-based online loan management system. Allowed several call centers to manage and track small signature loans to consumers. Automated tracking by reconciling against bi-weekly allotments from banking API.

**Accountability: Portfolio of +25 Clients**

Leadership Context: Founded a boutique consulting firm focused on creative solutions for small to medium companies. Services included strategic consulting, business planning, sales strategy, full cycle software development, database and application support, and data gathering. Key priority on delivering exceptional project management.