

Darren-Micheal Culbreath B.S.C.S. Enterprise Web / VoIP / Information / Linux Architect / Director
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Objective: A technical leadership position utilizing results-driven technical abilities in strategic planning, team building, organization and needs assessment.

Fortune 500

Presence: XOHM (Wimax from Sprint) / Sprint Nextel Corp., The Kroger Co., AOL Time Warner, AT&T

Areas of Expertise:

- Dynamic management skills in leading Web 2.0 and software development organizations
- End to End hands on experience in developing VoIP applications in the Unix environment.
- Adept in vendor selection, purchasing, business development, strategic planning, risk analysis, account acquisition and management, including market research, competitor analysis, lead generation, product introduction and demand forecasting.
- Skilled in finance and budget administration, forecasting and statement analysis as well as loan agreements, P&L statements
- Solid experience with Technical Writing and Business Plan creation.
- Proven technical leadership, demonstrated by the development of award winning Web content management tools utilized by the Magazine Publishing industry.
- Expert level knowledge in web publishing concepts and tools including applications developed in PERL, PHP/MySQL ,ASP, Apache/ Interwoven Teamsite / AJAX
- Comprehensive experience in senior-level management of advanced Information System Technology functions, with P&L responsibility for corporate standards, policies and strategies and balance sheets.

Technical Knowledge:

- | | | |
|--------------------------------------|-------------------|--|
| • UNIX Shell Scripting (ksh,bsh,csh) | • Unix Networking | • SCO, AIX, HP-UX, Reliant, Solaris.Linux Admin. (Red Hat / Mandrake / Fedora) |
| • Java | • JavaScript | • SOAP |
| • C, C++ | • Web 2.0 | • Perl, DBI |
| • PHP | • Informix | • SSL |
| • SQL | • Oracle | • CSS |
| • Teamsite | • DNS | • HTML / AJAX / |
| • MySql | • VoIP | • Advanced HTML Parsing |
| • XML / XML-RPC | • XLST | • Weblogic |
| • Authorizenet | • Sybase | • SIP / IAX |
| • Joomla | • Sendmail | • VoIP |
| • Drupal | • BREW | • PSTN |

Experience:

XOHM (Wimax from Sprint)

Feb 2007 – Present

Reston, VA

Manager of Web Operations / Portal Development

<http://www.xohm.com>

Xohm's mobile broadband network utilizes WiMAX (Worldwide Interoperability for Microwave Access), a state-of-the-art wireless Internet technology designed to provide reliable, high-speed connectivity over large areas -- even in challenging city environments. WiMAX is like the cell phone version of DSL or cable connectivity: wireless and always available -- releasing you from wires and hotspots.

Manager of Web Operations reporting to Director of User Experience / Portal and VP of Product. Responsible for team of 11 Web developers, Information Architects and designers.

- ❖ Developed plans for web and interactive technology development.
- ❖ Web 2.0 Implementation
- ❖ Designed and Implemented Social media integration of facebook / MYSpace / Ning widgets applications.
- ❖ Implement SEO plan for Xohm.com. (CMS integration / Marketing focused)
- ❖ Manage Widget Development for devices (desktop / web / mobile devices)
- ❖ Developed advertising platform.
- ❖ Work with SCM to facilitate SOWs and corporate MSAs.
- ❖ Lead Web Analytics implementation and strategy utilizing a process driven approach and Web 2.0 / 3.0 concepts implemented with Omniture and Google Analytics.
- ❖ Managed Tracking Platform for web that interfaces with enterprise media firms. (Outrider / Commission Junction)
- ❖ Managed full end to end development of Connection Manager / Device upgrade Web service utilizing SOAP architecture.
- ❖ Managed / Developed Sales Portal for premise and telesales teams.
- ❖ Manage Store Locator Development that integrates with Google Maps.
- ❖ Managed Coverage Tool Development that integrates with Google Maps.
- ❖ Create and Implement all Web Operations functions.
- ❖ Core Team Chairs: Email PIM / Content Management / Search / Sales Portal / Advertising Platform / Widget Development / Xohm Wimax Access / Connection Manager
- ❖ Oversee writing of technical and functional specifications documents.
- ❖ Manage SVN (Source Code Repository) that provides access to Design Teams / Web Operations and IT.
- ❖ Collaborate with agency strategic and creative teams to concept and plan for client web development needs.
- ❖ Developed code within FCC regulations incorporating SDLC and Sarbanes Oxley (SOX) compliance.
- ❖ Create Ecommerce Prototypes utilizing ATG (Ecommerce / Merchandising)
- ❖ Manage technical development and production of all interactive projects.
- ❖ Built and maintained Namespace Strategy implementing SSO / LDAP solution across properties (Web / Widgets / Client Applications)
- ❖ Built back-end database for interactive projects: Mysql and Oracle.
- ❖ Maintain all databases and tune databases for performance.
- ❖ Supervise full time and freelance developers to manage the production of all interactive projects. (developer.xohm.com, xohm.com)
- ❖ Oversees site architecture process. (Personalization, Ecommerce, Device Rendering, Content Management, Web Analytics)
- ❖ Maintain Enterprise External Hosting Environment
- ❖ Manage competitive analysis reporting process to executives.
- ❖ Keep current on all Interactive Technologies and learn all associated programming languages
- ❖ Collaborated with internal teams to develop and implement projects and to seek new business client strategies.
- ❖ Provided technical oversight, management and support for all in-house developed software, integration and migration initiatives.
- ❖ Managing, staffing and coaching an applications development group.
- ❖ Ensuring that all development resources are allocated and utilized according to agreed upon staffing allocation targets and department goals.
- ❖ Serves as point person to IT on appointed applications, products and platforms and be the IT liaison between development teams and clients (internal/external).

- ❖ Managed all phases of a business application project, including initial project planning, requirement definition and process analysis/technical specifications and implementation support.
- ❖ Worked with business users to analyze business requirements and review/produce technical specifications for any new applications or changes to existing applications and managing the development team in the delivery of the intended systems or functionality
- ❖ Fostered and facilitated team communication and workflow.
- ❖ Ensuring project and technology deliverables were developed in accordance with department standards and best practices and delivered in the agreed upon timeframe

Core Technologies / Applications

- ❖ Interwoven Teamsite
- ❖ Omniture / Site Catalyst
- ❖ Google Code
 - Maps
 - Analytics
 - Reporting
 - SSO (Single Sign On)
 - Gadgets
 - Calendar
 - Mail
- ❖ ATG (Ecommerce / Merchandising)
- ❖ Jira (Bug Tracking)
- ❖ LAMP
- ❖ LDAP

Development Partners

- ❖ Frog Design
- ❖ Nokia
- ❖ Sapient
- ❖ Amdocs
- ❖ Google
- ❖ McAfee

Sprint Nextel Corp.

Feb 2006 – Feb 2007

Reston, VA

Information Architect / Subject Matter Expert (SME)

<http://www.sprint.com>

Subject Matter Expert (SME) reporting to Director of User Experience Design (UXD). Responsible for providing technical leadership and programming support to Design / Prototyping and Innovation Products teams. Contributed in creating exciting and usable products/ services.

- ❖ Provided technical leadership to innovation project management leads.
 - Worked with Innovation Core Team to created plans to create prototypes within budget and within the corporate brand.
- ❖ Created / Implemented Search Engine Optimization (SEO) plan for 2007 to concentrate on natural search visitors from Google, Yahoo and MSN. The goal is to increase revenue and capitalize on missed opportunities.
- ❖ Created Innovation prototypes.
 - Programmed Code, worked with vendors, utilized corporate style guide and leveraged Sprint Nextel Corp. resources. These prototypes would be presented to Senior Management to obtain approval to be rolled out to the Sprint Nextel Corp. customer base.

- ❖ Produced standards documentation: Cookie Management , WC3 P3P, SOA, Rapid Prototyping, Web Audit, Usability Testing, Cross Domain Implementation
- ❖ Constructed inner group communication tools i.e. (Wiki).
 - Wiki to post Coding Standards in PHP
 - Wiki for group in Kansas City, KS and Reston, VA to share project thoughts.
- ❖ Contributed to Prototype Teams success on various projects (i.e. NGRD)
 - Programming Support
 - PHP
 - JavaScript
 - AJAX
 - Linux System Administration
 - Database (MY SQL support)
- ❖ Supported lead team in authoring SIPOC standards.
 - Contributed on Prototyping Process
- ❖ Furnished SME support to IT team on matters of web standards.
 - Gave insight on how to manage variable presence among Sprint.com , Sprintpcs.com and Nextel.com
- ❖ Supplied SME backing to programming team of Web Operations.
 - Aided Web Operations Team in JavaScript coding designs.
- ❖ Enhanced skills by attended training mobile technologies by way of coding training and Expo Attendance.
 - BREW Training course that taught how to code BREW applications using C++.
 - BREW Conference
- ❖ Championed movements to create Prototype design methodologies.
 - Authored many documents on how to create prototypes and program web based prototypes in PHP.
- ❖ Delivered application to Director of “Proof Of Concept Development” team for presentation to Executive management.
 - This application “Launch Pad” was used to demo the possibility of Sprint Nextel Corp. leading a web based portal to allow the public to pick up beta applications. When users these beta applications, they can contribute to the success of the application by providing feedback.
- ❖ Lead Web Audit for Sprint.com / Sprintpcs.com / Nextel.com effort that addressed many User Experience opportunities.
 - Over 20,000 pages reviewed for brand, security, contextual and XHTML compliance. Follow up meetings with various teams in 2007.

Palavon Inc.
Herndon, VA
VoIP /Web Architect (founder)
<http://www.palavon.com>

2004– 2006

Formed in 2004 to provide telephone service for small to medium sized businesses that will help them improve their communication relationships with their customers, vendors and employees. Created Linux Based VoIP platform to bring high-end cost effective telephone services to businesses that could not normally afford but need special telephone and Internet services in order to effectively compete in today’s economy.

- ❖ Created operating infrastructure, with strategic partners, distribution channels and outsourced production support.
- ❖ Integrated Web and Voip applications to create Click to Call technology
- ❖ Created web search engine to create dynamic SEO portals
- ❖ Installed all application software and databases including perl,php and mysql.
- ❖ Integrated web services for vendors and clients to access secure data.
- ❖ Installed all digital Certificates

- ❖ Designed all web advertising software.
- ❖ Designed all content management software for use in the Intranet and Public sites.
- ❖ Designed the Web Based CRM database and all front end applications accessing it.
- ❖ Designed and built end-to-end international VoIP infrastructure utilizing the SIP / IAX signaling protocols and Asterisk.
- ❖ Implemented SugarCRM and other OpenSource tools for sales staff to manage customer base.
- ❖ Created Search Engine Optimization plan that brought in initial clientele.
- ❖ Established relationships with key providers to terminate to the PSTN.
- ❖ Developed the current product offering with Marketing Division head.
- ❖ **Hands On Technologies Used:** Perl, PHP, Linux System Administration, Asterisk, MySql, Linux Networking, C, Apache

Culbreath Consulting Corp.
Chief Web Architect (founder)
<http://www.culcorp.com>

2000-2004

Responsible for all P&L functions related to the commercialization of company proprietary web content management technologies and integrated systems solutions. Managed senior staff, designers, architects and programmers in the development of such web management tools as Video Digital Asset Management, Web based Content Management, Magazine Article Management and commercial grade internet Advertising tracking solutions.

Effectively grew augmented staffing division from ground up creating new business with AT&T and The Department of State. Used personal assets to fund payroll and key business operations for the first year.

- ❖ Responsible for the hiring, training and supervision of 11 employees; directly supervised team of five.
- ❖ Delivered complex projects on schedule and within approved budget.
- ❖ Anticipated and recognized technology and market shifts, responding quickly to the changes of the “dot com bomb”, while identifying optimum vertical markets for the company’s products and services.
- ❖ Developed innovative approaches to complex technical and organizational issues.
- ❖ Attracted industry talent - and built, motivated and managed productive teams.
- ❖ Effectively manage all phases of market research, product design, multi-media, Internet promotions, print, public relations and product life cycle management.

Partial Client List

Virtus Marketing, Richmond, VA: Contracted to develop Web CRM / Sales Application for telesales reps for AOL Online Yellow Pages. This application is currently being used to gather key information such as Advertising bullets and credit card processing. It also is a one to one mapping tool to place new online yellow page advertisers in one or more of AOL’s 10,000+ headings. The tool keeps track of every pricing scheme for every zip code in the U.S. and bundled DMA offerings. The tool is web based and has helped Virtus to sustain their contract with AOL and Verizon and kept over 100 telephone reps productive daily.

- ❖ Worked directly with AOL management and Virtus to design Web CRM tools.
- ❖ Web CRM Tool removed need to do several manual processes and created greater employee productivity
- ❖ Created HTML parsers to search Internet for leads to be loaded into tool for reps to call.
- ❖ Enhanced HR timesheet collection by incorporating timesheet management inside tool.
- ❖ Implemented several CRM fundamentals that lead tool to a commercial product outside the use of AOL.

Summit Publishing, Chicago, IL: Contracted to host, architect and develop multi-million dollar website (<http://www.packworld.com>) that mirrors their leading trade magazine, Packaging World which represents a \$450 Billion dollar market. Lead the conversion project to create a website that could be managed by their diverse staff of writers, editors and sales staff.

- ❖ Directly responsible for increasing sales revenue by 20% by implementing technology driven revenue stream.
- ❖ Worked directly with the Director of New Media to focus on specific requirements.
- ❖ Decreased website downtime by 30% increasing advertiser confidence.
- ❖ Managed new revenue stream projects such as Streaming Video Ads and comprehensive buyer's guides.

Mixnet Inc, Sterling, VA: Contracted to create tools to extract data from the Virginia court systems database.

- ❖ Initiated a strategy to extract data from systems not connected to the Internet, to systems exposed to the Internet for dynamic retrieval of data from browsers.
- ❖ Worked directly with the President to determine business needs of the data and flow of the data interchange.
- ❖ Managed team that completed project 40% below budget, saving client development dollars.

AOL/ Time Warner, Inc.
Sr. Software Engineer/Architect

2000 – 2003

Project 1: Content Management Tools <http://www.bigbrother2000.com>

Lead Web Developer

- ❖ Responsible for creating the interfaces for the editing team to update the <http://www.bigbrother2000.com> website.
- ❖ This site experienced maximum peaks of 400 million-page views a day.
- ❖ Created Page Editor Tools for remote editorial staff.
- ❖ The editors captured data from forms and passed it to the Sybase database. This website was a group project with CBS, Real Player and AOL.
- ❖ Programmed tools to bring continuous dynamic content to the viewers of the popular CBS show, Big Brother that aired 5 days a week. The site streamed data 24 hours a day of the star's actions on the set.

Project 2: ASPP 1.0 Integration of the New Shopping Application (MPT)

Lead Engineer/Architect

- ❖ AOL Publishing began to re-architect the Shopping application infrastructure. Some of the challenges were to increase performance and reliability of the application. The original client was written in Java servlets. The new architecture, when complete, will support ASPP.
- ❖ Lead Engineer responsible for integrating ASPP tracking technology into the Shopping application.
- ❖ Created html parsing routines to create redirect URLs.
- ❖ Communicated to the AMS database via stored procedures
- ❖ Utilized firm understanding of the ASPP tracking systems.
- ❖ Integration involved communicating with a newly written Scheduled services (The backend content delivery scheme delivered by TCL)

Project 3: Group Task Management Tool

Lead Engineer/Architect

- ❖ Designed / Programmed and maintained content for organization's task administration Web site.

- ❖ Coordinated technical and issues and implemented all programming in PHP.
- ❖ This tool's goals was to provide Tech Manages a means of tracking Engineer tasks group wide.
- ❖ The tool also acts as a status report generator.
- ❖ All tasks are stored in a Sybase database and is accessed via PHP web pages. Apache/PHP

Project 4: You Got Pictures (YGP) Photo Judging Tool: phototool.aol.com/

Lead Engineer/Architect

- ❖ The "You've Got Pictures" business does multiple promotions & programming efforts every month that involve member photo submissions, and management of those photos. Every month we handle hundreds of photos manually - via email attachments, which is slow and very time consuming. The time that goes towards this manual process should be going towards other projects. For our larger scale quarterly promotions, we've had to outsource the photo management, costing us from \$10,000 - \$25,000 per contest.
- ❖ The Photo Tool allows this team to manage all of our photo programming & promotions internally, in a timely, cost-effective manner.
- ❖ Based on PHP/Sybase this web application has a 2-tiered structure. Users upload images to a webs server. A cron job on the process server read the images, catalogs them, thumbnails, and then pushes the images via FTP back to the web server. Apache/PHP

Project 5: Contract Mapping Tool (ASPP 1.0 to ASPP 2.0 Web Mapping Application) : Part of Shark Application (Content Management Tool)

Lead Engineer/Architect

- ❖ Provided Production Support Group the ability to associate Advertisers and Contracts created by Shark (AMS_Cart) to Contracts and Contract Line Items created by Ad Operations (AMS).
- ❖ The end result tool increased productivity of the manual task over 60%.
- ❖ The translation tool is required to support ASPP 1.0 Advertiser and Contracts in parallel with ASPP 2.0 Contracts and Contract Line Items, therefore the tool must be production ready and finished with QA when the AMS_Cart Advertisers and Contracts are targeted for conversion in November 2001.
- ❖ Created application in PHP/Sybase/Apache Environment.

AT&T
Herndon,VA
(Sub-Contractor to Datanomics)

Oct. 1999 – April 2000

Project 1: AT&T Bundled Billing Application

UNIX Application Engineer

- ❖ Responsible for installing various applications on Sun and HP-UX servers.
- ❖ Configured Weblogic and Orbix. Initiated Corbra Server to insure functional integrity within the heterogeneous group of HP and Solaris servers.
- ❖ Responsible for configuration, integration, connectivity and maintenance of various software development testing environments on SunOS, Sun Solaris and HP-UX UNIX platforms.
- ❖ Other Responsibilities included configuration and maintenance of Oracle and Informix databases on SunOS, Sun Solaris and HP-UX UNIX systems as well as configuration of the UNIX systems for optimal performance of these databases.
- ❖ Provided technical support and troubleshooting to users and testers for problems encountered with UNIX and database applications within the testing environment.
- ❖ Created the testing environment for quarterly releases of specific billing applications.

Project 2: AT&T Developer Intranet

Intranet Programmer

- ❖ This was mainly a client side web development effort.
- ❖ All databases were Perl database flat files. Maintained group intranet that was the source for application documentation, contractor time tracking and various application status databases.
- ❖ Created multiple forms utilizing Perl cgi to parse data.

Department of State/ Passport Office (Y2k Project)

April 1999 – July 1999

Washington, D.C.

(Sub Contractor to Keane Federal Systems)

Informix-4gl Programmer / Technical Liaison

- ❖ Provided Y2K analysis for the Passport Application.
- ❖ Worked directly with Vendor and the Department of State Y2K Strike force to determine Y2K Compliance.
- ❖ Analyzed 4gl code written for Informix SE 5.0, KSH scripts and tested date functions throughout the application.
- ❖ Compiled a hardware component tracking database that represented all Department of State computer applications including :Non-Immigrant Visas, Name Check, passport issuance, employee records and Other Embassy computer applications. This database was used to track Y2K compliancy of all hardware in test and production environments.
- ❖ Posted all results to the Department of State intranet utilizing HTML and CCS.

Informix Corp.

Sept 1998 – April 1999

Vienna, Virginia

(Sub contractor to InfoGain Corporation)

Intranet Web Master /Project Team Leader

Criminal Justice Citation Application For Alachua County, Florida

Continuation of project Below at Pegasys

Intranet Web Master /Project Team Leader

- ❖ Authored numerous development tools such as a MAKEFILE generator, and Windows help file created with RoboHelp.
- ❖ Created and maintained project intranet used by of 40 members *administrative and technical*.
- ❖ Programmers used intranet site for configuration management, telecommute communications and real-time document submission.
- ❖ The site saved the project budget the expense of long distance calls and travel costs.
- ❖ The savings allowed contractors to stay on the project longer and therefore increased likelihood of project success.
- ❖ The technology that drove the site was an Informix database interfaced with Perl DBI Module.
- ❖ Wrote multiple interactive pages that accepted a various range of input. Used client side JavaScript for form validation.
- ❖ Used CGI.pm for interaction with HTML forms. Also used the rudimentary Perl commands to extract the value pairs from the QUERY_STRING using associative arrays as the data structure.

Greer Steel

Nov. 1997- March 1998

Dover, Ohio

(Subcontractor to Tiburon Technologies)

ERP Systems Development

Informix-4gl Programmer

- ❖ Provided technical assistance to the Tiburon Technologies staff Informix-4gl consultant. Worked closely with MIS Director on key reports that drove the MTMS (An **ERP** system) application.
- ❖ The Shipping Manger and the Steel Plant Manager used the reports created on this project.
- ❖ The report topics ranged from Bill of Lading to Metal composition for the steel workers to properly mix the steel chemicals before molding.
- ❖ This was a conversion project that used C-ISAM files to access data.
- ❖ Increased performance and address Y2k issues using the RDBMS methodology of Informix.
- ❖ Converted all C-ISAM queries to SQL.
- ❖ The application resided on an HP9000. Operating System was HP 10x. Running Informix Online v7.

The Kroger Co.

Feb. 1995- Sept. 1998

Cincinnati, Ohio

Project 1: Enterprise Computer Assisted Ordering

Informix-4gl Application Developer:

- ❖ Part of the design team that developed a Computer Assisted Ordering application.
- ❖ Created Applications to read Point of Sale Data.
- ❖ Database design using Erwin data modeler
- ❖ Informix coding utilizing using forms, reports, error trapping, screen arrays, cursors and SQL.
- ❖ Programs are currently being used in over 2000 Kroger store locations daily.

Project 2: Customer Loyalty Database

Lotus Script Developer /Database Warehouse Administrator

- ❖ Provided technical leadership for this multifaceted project.
- ❖ Database design
- ❖ Lotus Script back end development
- ❖ Network administration for NFS mounted drives and AIX UNIX system administration.
- ❖ The project required administrative knowledge of Informix, AIX and Lotus Suite.
- ❖ Main function was to design and develop a working prototype database from interviews with Store managers, Advertising Management and MIS Senior Management.
- ❖ Lotus Script code included: Data Matching from multiple data sources, importing data into .dbf files, purges, backup / recovery procedures and populating customer history tables.
- ❖ Extensive data warehouse and data mining.
- ❖ This project contained a wide variety of data that needed to be presented in a coherent picture of business conditions at a single point in time.
- ❖ Development of the data warehouse included development of systems to extract data from heterogeneous operating systems plus installation of the warehouse database system provided managers a greater flexibility of access to data.

Darren-Micheal Culbreath B.S.C.S. Enterprise Web / VoIP / Information / Linux Architect / Director
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Education:

University of Cincinnati, Cincinnati, Ohio
Bachelor of Science, Computer Science 1995

Affiliations:

- Member, Loudoun County Chamber of Commerce
- Member, Tower Club, Tysons Corner, VA (Business Networking)