

# MICHAEL S MACNAUGHTON, LLC

4909 Mill Creek Cir | Dallas, TX 75244 | 214-564-5316 | michael@texaswebdevelopers.com

## SUMMARY – Project Manager / Business Analyst / Full Stack Developer

I am a seasoned business strategist and analyst that plans and manages multimillion-dollar projects aligning business goals with technology solutions to drive process improvements, competitive advantage and bottom-line gains.

I create and implement large scale enterprise web applications, designs, and great user experiences while providing timely and accurate business analysis and business intelligence as a CTO, Business Analyst, and Senior Lead Developer for small and large businesses and non-profit organizations.

I have held C and D level positions including VP of Operations and IT for international corporations.

I have turned around 20 of 22 failing organizations - including one in federal bankruptcy court - as an expert in process change management and operations.

## PROFESSIONAL EXPERIENCE

### Southwest Airlines — January 2016 – Present

#### SENIOR BUSINESS ANALYST

Direct report to Professional Services project manager. Lead a POD consisting of a scrum master, senior developers, junior BA and collaborate with two UI/UX experts to develop a new flight scheduling tool.

Gathered requirements from 13 SME's to draft current business process flow and created future business flow and roadmap. Created over 100 features that were used to derive epics and a final business requirement document.

Features were sized in inception meetings with developers and architects and reduced to stories with specific acceptance criteria that modeled pseudo code in jBehave.

Toolset: JIRA, Confluence, Excel, Agile, Certified Scrum Master.

### Birch Grove Software — June 2015 – January 2016

#### CTO / SENIOR BUSINESS ANALYST

Direct report to Owners in a new start up. Leading and managing a preliminary team of developers and growing an additional 9 senior developers to create a new SaaS product from an existing product. The new project currently handles 80,000+ subscribers and 500,000 computer users using Event Storage (ES) and predictive analysis algorithms.

I own and improve the front end UI and UX; technical architecture of the scalable platform; event store data; and develop strategic plans, policies and procedures for technology and systems.

Responsible for budget planning, recruiting and hiring engineers, creation of long and short-term development roadmaps and assisting Product Owners in understanding the methodology of Agile and in writing JIRA stories.

I rolled out a new front end in Angular and Nancy and completed 4 years of technical debt in 4 months, moving services to AWS and refactoring web APIs, SQL calls, and instituting continuous integration and continuous deployment with Team City.

Created weekly "Lunch and Learns" to communicate best practices, teach new concepts, and reinforce company goals.

Toolset: Angular.js SPA, Backbone, Kendo, Continuous Integration and Deployment with TeamCity on AWS, EC2, S3, ElasticBeanstalk, JIRA, Confluence, Git, Scrum, Kanban, Certified Scrum Master.

### IntelliCentrics — August 2013 – May 2015

#### SENIOR DEVELOPER AND LEAD

Direct report to CTO. Managed a preliminary team of 4 developers and acquired an additional 12 senior developers to create a new SaaS product in a green-field environment. The new SOA project handles 500,000 paid subscribers and 40 million international registrants of the service.

Organized developers and guided the multi-tiered architecture in multiple verticals and coding languages including PHP, Ruby on Rails, Javascript and .NET utilizing AWS and RDS to spin up vagrant development environments.

Lead the data architecture initiative and subsequent migration of existing serialized and relational data using Pentaho ETL Data Integration tools to a solution resulting in the improved consistency, recoverability and accessibility of data.

Key management resource to customer service, sales and marketing in providing UI and UX engineering changes resulting in an increase in new sales of 11% and a decrease in call center calls of 23%.

## Strasburger & Price, LLP — September 2006 - August 2013

### PROJECT MANAGER / SENIOR BUSINESS ANALYST / FULL STACK DEVELOPER

Direct report to CIO. Re-architected internal applications leading an 18 month process change that accelerated new client case on-boarding, simplified case management allowing attorneys to handle substantially more cases yearly, and improved the speed and accuracy of client reporting and billing resulting in multi-million dollar increase in revenue with no increase in expenses.

Led security team to architect and implement secure communications application with a major mortgage banking system. Ensured project milestones were completed on time, on budget, and with the desired results – faster billing cycles and improved cash flow in this new communication application architecture.

Developed custom CRM and CMS implementations and managed offshore teams in Bangalore and Mexico City to leverage time to market constraints on local development resources.

Architected and developed a complex weighted international employee evaluation system to target high performers and spot training opportunities for lower performers saving the company substantial employee churn costs.

Created web-based financial analysis applications including business intelligence with proprietary HTML5 dashboards, custom CMS, financial reporting, and project tracking/management applications that improved bill generation and collections.

## TexasWebDevelopers — January 1995 – September 2006

### PROJECT MANAGER / SENIOR DEVELOPER

Owner, Dallas based B2B SaaS software development and project management firm. I employed and managed a team of 30+ developers and 20+ B2B marketers in the Plaza of the America's building in downtown Dallas. Managed all phases of the software development lifecycle (SDLC) for hundreds of customers yearly including Vietri (Italy), Chuck Norris, TxDOT and PepsiCo architecting and developing enterprise SaaS products that generated over \$10M in annual revenues within first two years of inception.

Led architecture initiatives across broad technical, financial, legal and business disciplines. Managed and led teams in Tablisi, Georgia (former Soviet Union) and Great Britain for multiple international projects. Managed rapid change effectively in an evolving business environment. Microsoft MVP.

### SKILLS PROFILE

TOOLS: AWS, S3, RDS, APIs, Pentaho DI, MVC3/4, Code Igniter, Zend, Bootstrap, AngularJS, Ruby 2, Rails 4, Web Services (WS), Enterprise Service Bus (ESB), SOAP, REST, XML, AJAX, JQuery, GeoFencing, SASS, LESS, Curl, JSON, JSONP, Oracle VM and Workbench, NetBeans and Eclipse IDEs, MS Visual Studio 2010 - 2015, Team City, RDS, Elastic Beanstalk, Aurora, Redshift, CAS server, Redis, Heidi, Toad, Git, SVN, SourceSafe, Jira, Confluence, BitBucket, HipChat, Capybara, RubyMine, SublimeText, FactoryGirl, RSpec, Cucumber, Adobe CS6, MS Project, Tableau, balsamiq.

SKILLS AND METHODOLOGIES : Application Architecture Development, Project Management, Process Change Management, Six Sigma, Business and Requirements Analysis, UI/UX Front End Development, Classic ASP, PHP, .NET, C++, C#, DART, Javascript, Ruby on Rails, Responsive design with Media Queries, HTML5, CSS3, MySQL, PostgreSQL, MSSQL, Stored procedures, Certified Scrum Master, OOP, OOD, and SOA.

### ACTIVITIES

Appointed to African American Student Success Initiative, January 2015 to research and produce solutions to education gap for AA students.

Appointed to 15 member committee under Dallas Mayor Rawlings to foster productive community dialogue regarding the future of public education in Dallas ISD, April 2014.

Commission Member, Citizens Budget Review Commission, March 2011 – Present. Appointed to Public Budget Commission by Dallas ISD Trustees to make short and long-term budget and policy recommendations.

Founding member, Dallas Friends of Public Education, 2009 – Present. Education General Political Action Committee (GPAC).

Microsoft MVP, 2004-2008.

Past President, Tri-Cities Kiwanis Club.

### EDUCATION

University of Massachusetts, Amherst. Graduate Studies, Business Communications, 1976.

The University of Texas at Austin. Television Production, 1972-76.