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Executive Overview

In my last three years as a Development Tools Evangelist, I have consistently delivered strong business results while growing both technically and professionally. In my eighteen years of technical sales at IBM, I have worked in a variety of complex sales situations across a wide range of customer environments. I have successfully completed assignments in international, national, and regional-level software sales situations where my breadth and depth of skills and my ability to contribute at multiple levels has resulted in consistently strong business results that have exceeded 100% quota attainment. My success over the last three years continues to be rooted in the following three guiding principals:

1. **Growth:** Continually grow both technically and professionally
2. **Demand:** Constantly in demand by IBMers and customers, across geographies
3. **Value:** Consistently add value to IBM sales efforts and customer solution activities

I continue to perform a wide variety of roles and develop a broad set of skills as an ITS. While maintaining and cultivating strong product and technology skills, I continue to develop my architectural acuity in an effort to be a well rounded technical consultant. I work with customers in almost every industry and IBMers across our sales, marketing and development organizations. Whether working with customers in an effort to sell and deploy our software or with IBMers in an effort to build our organizational effectiveness, I perform a variety of technical roles that result in the following styles of contribution:

Styles of Contribution:

1. **Evangelism** - Generating interest through demonstrations and presentations.
2. **Education** - Teaching the concepts, terminology and applied value of IBM solutions.
3. **Enablement** - Combining evangelism, education, intellectual capital and hands-on activities to facilitate transferring knowledge, skills and applied best practices.
4. **Mentoring** - Customizing education and enablement in a 1-on-1 collaborative approach.
5. **Best Practices** - Establishing solid solutions based on proven experience.
6. **Architecture** - Shaping customer I/T Architecture priorities in concert with IBM solutions.
7. **Cross-Brand** - Selling IBM solutions that include multiple SWG Brands and products.
8. **Competition** - Winning against the competition.
9. **Solution Selling** - Teaming with customers and the IBM team to prove our products and close business.
10. **Mkt and Lab Advocacy** - Influencing the quality and direction of IBM products by working with our Software Development Labs and Marketing Teams

Strategic Projects Overview

(Based on TR Program material)

Evangelism

- Rational/WebSphere/Lotus RAD Portal Seminar Series
 - 6 city tour of Central Region, >200 customer attendees, > 20 OI pipelined, evaluations rated >92% highly satisfied
 - In this seminar series I showcased our Rational/WebSphere/Lotus Portal and Lifecycle Management tools to drive cross brand business for Rational Design & Construction RAD tools, Portal server and portal development tools
- Rational/WebSphere/Lotus SOA Development Seminar Series - Targeted for 4Q'05 to showcase our V6 release of WebSphere Modeler/Monitor/SOA Workflow and Workplace Portal development tools
- One-on-one customer events, meetings and consulting that leverages Rational tools to accelerate the close of WebSphere BI and Lotus Workplace Portal Server software deals

Education, Enablement and Best Practices

- My website, <http://JavaSOA.com>, educates and enables customers and IBMers on our cross-brand development tool products using demos and other intellectual capital with 1000's of visitors each month from around the world
- My "HOT RAD Enablement" 1 day hands-on session and VMWare image enables IBM Technical Specialists to build presentation, demonstration and deep technical skills around our hallmark RAD V6 development tools
- My web conferences for the Rational, Portal and WebSphere teams in the central region have enabled cross-brand teaming and built sales skills around our development tools that accelerate cross-brand sales

Mentoring

- I mentored Dean Henkel to build Rational/WebSphere development tools technical sales skills in 2004 and shepherded him through successfully certifying in the ITS profession in 1Q 2005
- I mentored Rick Weaver through Sr. Certification and worked with the interview team as his mentor and advocate to become successfully Sr. Certified in 2004
- I am currently mentored Mark Neumann as he pursues his Sr. Certification
- I am currently mentoring 2 Rational ITSS through the Certification process
- I continue to mentor sales reps and technical specialists on the Rational/WebSphere/Lotus development tools to build demo and evangelism skills around the RAD toolset

Architecture, Cross-Brand, Competition and Solution Selling

- I am working with IRI to consolidate their 500 vendor/partner websites into a single Portal infrastructure by designing a Portal framework and portlet development best practices
- I am working with SBC to establish Analysis, Design and Construction best practices that leverage their internal development process and integrate the Rational Unified Process
- I am working with HSBC to establish development best practices for their Portal and Portlet development processes by incorporating their enterprise frameworks into a prototype and series of narrated tutorial demo movies
- I am working with Baxter to apply IBM Rational RAD tools, Rational modeling tools, WebSphere WBI modeling tools and Portal development tools to integrate to their enterprise architecture, application infrastructure and packaged application base

Lab Advocacy, Marketing Teams and Enablement

- I am working with our Rational and WebSphere development labs to influence the direction, prioritization, quality and content of our V7 SOA tools
- I am working with our WebSphere BI development labs to improve the quality and enablement for our WBI Modeler/Monitor/SOA workflow process choreography tools
- I am working with our Lotus and Workplace development labs to improve the enablement for our Workplace Designer development tools
- I am working with our Rational development labs to influence the direction of our V7 lifecycle management development tools

Project/Engagement/Activity 1

(Taken from certification package)

Name of Client:	Allstate
Project Name:	WebSphere J2EE ELA
Location of Project:	Chicago, IL
Dates of Involvement:	01/02 - 12/02
Candidate's role :	ITS - Development Tools - Lead Technical Specialist

◆ Project Description:

At Allstate I worked with developers, architects and management leaders across business units and throughout I/T, in an effort to prove J2EE to be a viable alternative to Microsoft and to establish IBM WebSphere Tools and Servers as the Allstate J2EE Gold Standard.

o Evangelism & Competition:

I led numerous technology briefings and lunch-n-learn sessions. I was a guest speaker at multiple Developer Network meetings, Architecture Board meetings, Claims Business Unit meetings and I/T Architecture and Standards meetings where I presented and demonstrated WebSphere Application Server and WebSphere Studio development tools. I also responded to RFIs and technical inquiries where I was able to compare WebSphere J2EE to Microsoft .NET in a fashion that proved the viability of J2EE as a cross-platform alternative to Microsoft. My competitive activities included supporting a J2EE POC that replicated the functionality of an existing Microsoft-based Claims application, in which we were able to prove substantial performance and scalability advantages over Microsoft.

o Education & Best Practices:

I led several 1/2 day and full-day education sessions (a.k.a. JumpStart Sessions) for Allstate developers, architects and I/T Technical Support Staff. I trained developers on WebSphere development tools using presentations, demonstrations, discussion and best practices examples. I explained and demonstrated Java and J2EE build, test, debug and deploy tactics including: Java coding, EJB, Web Services, XML, relational database, HTML, JSP and JMS development. Some of the sessions covered all of the above styles of development while other sessions focused on a specific type of development, like Web Services. The most common objectives for these sessions were to speed the adoption of J2EE, introduce Allstate's Microsoft-heritage I/T Staff to J2EE, familiarize attendees with the way IBM development tools operate, better prepare developers for more formal education and equip them with the concepts and terminology to work more effectively with our IBM WebSphere Lab Services team. In addition, I taught the Allstate Claims IBM/Customer POC team how to use the WebSphere development tools and I built a set of tutorial application examples to facilitate skill building, best practices and the successful completion of the J2EE POC.

o Architecture:

I participated in Architecture Board meetings, an IDE Tools Evaluation and a Claims POC where I was able to compare the J2EE and Microsoft architectures, Map IBM's WebSphere implementation of J2EE to their Enterprise Architecture and establish the building blocks of a Claims POC that resulted in a favorable J2EE vs. Microsoft benchmark of performance, scalability and development productivity. These activities supported an Allstate decision to make WebSphere their J2EE "Gold Standard".

o Cross-Brand:

I continue to work with the WebSphere, Rational and Lotus/Portal sales and technical teams to illustrate how our IBM Software Development Platform provides a unified set of tools that accelerate building applications for our WebSphere Application Server, WebSphere Portal Server, and RUP (Rational Unified Process).

o Solution Selling:

I worked with the ITS, ITA, SW Sales and Client teams to establish the development tools elements of the account opportunity Win Plan. I coordinated my evangelistic, educational, best practices, architectural and competitive activities in support of our team's objectives and priorities. I wrote the proposal response to the Allstate IDE tools RFI. I wrote the tools portion of the CIO Executive ELA proposal. I mentored the IBMers and customers involved in the Claims POC. And, I built a rollout plan for the Allstate Developer Network support organization to speed deployment of their model J2EE developers desktop.

◆ **Project Outcome:**

At the beginning of this project, Microsoft tools and middleware was the sole standard for application development at Allstate. Throughout the course of this project I was able to convince the developer, architect, business unit and executive management at Allstate that J2EE offered cross-platform, performance, scalability and developer productivity benefits over a Microsoft approach. The results include Allstate certifying the J2EE open standard as a supported alternative to Microsoft and designating WebSphere as their "Gold Standard" for J2EE development and runtime production middleware. In addition, an ELA was proposed for WebSphere tools, servers and middleware which resulted in a large purchase of WebSphere Studio and WebSphere Application Server.

Allstate's adoption of J2EE and WebSphere has paved the way for other Cross-Brand opportunities. I have worked with the Rational team, before and after the IBM/Rational acquisition, to sell tools that support the Rational Unified Process (RUP) for full life-cycle development. I have also worked with the Lotus/WebSphere Portal teams to evangelize our Portal tools and server, including customized demonstrations, RFIs, proposals and ongoing technical sales.

◆ **What I learned:**

Relationships with advocates at all levels of a customer's organization are crucial to getting the right audiences, being considered in a competitive environment and winning critical mindshare. As an ITS, working with the developers and architects to evangelize the merits of our open standards approach is an important compliment to executive level selling. Without simultaneous top-down and bottom-up sales activities, with the appropriate balance of grass-roots mindshare and executive sponsorship, winning competitively at a large account is difficult at best.

Project/Engagement/Activity 2

(Taken from certification package)

Name of Client:	SBC - Southwestern Bell Communications
Project Name:	WebSphere Tools, App Server, Portal and WBI ELA
Location of Project:	St. Louis, MO
Dates of Involvement:	01/03 - 12/03
Candidate's role :	ITS - Development Tools - Technical Lead

◆ Project Description:

At SBC I worked with developers, architects, development managers and line of business executives to grow WebSphere Application Server and J2EE tools licenses, introduce Rational lifecycle products, and establish WebSphere Business Integration and Portal Server as enterprise standards.

o Evangelism, Education and Enablement:

I developed and delivered 6 cross-country seminars and web conferences that showcased WebSphere Studio's ability to develop, debug and deploy WebSphere J2EE, Portal and WBI Process Choreography applications. I recorded customized demonstrations, integrated those demonstrations with comprehensive presentations and packaged that as an on demand downloadable information kit via my website @ <http://JavaDevTools.com>. The demonstrations were also packaged as a turn-key Tutorial Demo Series and posted on SBC's intranet website (sbc.com/java). The Tutorial Demos were utilized as a way for SBC developers, architects, managers and executives to achieve self-service awareness and enablement for our WebSphere Studio Application Developer tools. The seminar roadshows received positive evaluations averaging 4.5 on a scale from 1-5.

o Mentoring, Best Practices and Lab Advocacy

I worked with SBC developers and architects on several SBC projects and evaluations. I helped the J2EE Center of Excellence (CoE) develop best practices around project startup activities, common usage patterns and team development with WebSphere Studio. I worked with the Web Services evaluation team to successfully compete against Cape Clear, mentor their developers on Web Services development scenarios using WebSphere Studio, integrate to SBC standard XML schemas and Communications Industry Web Services, and work with IBM development labs to resolve several Web Services code generation challenges related to complex data types going into and coming out of Web Services invocations.

o Architecture

I worked with the SBC Enterprise Architecture Group and the SBC DataGate Middleware Group to assess migration alternatives and interoperability between J2EE and their C++/CORBA based in-house DataGate middleware. I consulted on the development of CORBA/J2EE interoperability scenarios, the options for using multi-vendor ORBs and the migration strategy for moving DataGate from a C++/CORBA base on to a J2EE standardized infrastructure using WebSphere.

o Cross-Brand

As a Development Tools Specialist, It was natural for me to focus on SBCs cross-brand requirements including WebSphere App Server, WebSphere/Lotus Portal Server, WebSphere BI Process Choreography, zSeries mainframe integration and Rational life-cycle development. I was able to use our Eclipse Platform as a way to bring together a common view of development that cut across a multi-brand set of runtime and middleware platforms.

o Competition

Microsoft, BEA and Borland development tools were commonly compared to WebSphere Studio. In addition Cape Clear was considered for Web Services integration. In all cases, I was able to work with the SBC Enterprise Architecture and Standards Committee to provide timely input, comparisons and references that proved sufficient to ward off competitive threats. In the case of Cape Clear, it became necessary to orchestrate development lab involvement, engage WebSphere Lab Services practitioners and support evaluation and development activities with a personal focus.

o Solution Selling

I worked with the client team, Software Sale Rep, WebSphere Sale Rep, Rational Sales Rep, Lotus Sales Rep, Lab Services Practitioners and cross-brand ITSs throughout the process of closing this ELA. Throughout this journey we proactively and reactively proved our products through presentations, demonstrations, consultative exchanges, POTs and POCs. We worked from the bottom-up and top-down, with developers, architects, executives and lines of business. In

the negotiations for the ELA, while the quantity and price of numerous server products were questioned, the value of IBM development tools was never challenged.

◆ **Project Outcome:**

SBC purchased a multi-year ELA for WebSphere Tools, App Server, Portal and BI Process Choreography.

◆ **What I learned:**

As the Development Tools Lead for SBC, it was necessary to use tools as a way to unify our multi-faceted software portfolio. While the server software sold in the ELA represented a majority of the revenue stream, the development tools represented a critical success factor to closing this business. Evangelizing the merits of our development tools across all major SBC locations, from New York to California, and leveraging POTs via our IBM TECs, helped to minimize the number of POCs required to close this ELA. Once sold, large enterprise ELAs like this one require significant services and account planning to ensure a successful multi-year deployment and eventual software subscription renewal.

Project/Engagement/Activity 3

(Taken from certification package)

Name of Client:	IBM Software Development Labs
Project Name:	Lab-Field Advocacy for Rational, WebSphere and Lotus Portal V6 'Atlantic' Release
Location of Project:	
Dates of Involvement:	
Candidate's role :	Development Tools Lab-Field Advocate

◆ Project Description:

Throughout my 18 years at IBM, my working relationships across our sales, marketing and development organizations have helped me be a more effective technical consultant, especially in my technical sales pursuits. When I joined the Software Group Sales Team in 1995 as a Development Tools Specialist, within the first month I visited the Toronto Development Lab to learn about our latest Visual Age for C++ development tools under development. Since that first month as a Software I/T Specialist, I have forged influential relationships with the IBM Development Labs responsible for all our major development tool products including: Visual Age for Java, WebSphere Application Server V3/V4/V5/V6, Eclipse, WebSphere Studio Application Developer V4/V5, WSAD-IE Process Choreographer, Portal Toolkit, Rational XDE, Rational Application Developer, Rational Software Architect and the WebSphere/Rational V6 'Atlantic' integrated release of 2004.

Throughout those major product releases, I participated in lab planning activities including the formation and prioritization of product plans, End-2-End Scenario testing for quality, and the alignment of customer requirements with product horizon planning.

I received awards from development in 1997 and 2004 for my contributions to major product releases, marketing launch activities and sales evangelism, including the creation of field enablement and customer-ready demonstration assets.

In 2H'03 through 4Q'04 I worked with the Rational and WebSphere Development Labs to shape the direction, strategy and decisions that resulted in the merging of those development teams and the delivery of our flagship 'Atlantic' V6 release. Our V6 product family incorporates our WebSphere, Rational and Lotus Portal construction tools on top of the Eclipse open source platform and integrates The Rational Unified Process (RUP) tools seamlessly into a single workbench.

In 2H'03, I was asked by Lee Nackman, VP of WebSphere/Rational Development Tools, Product Development Labs, to participate as the lead field technical specialist for development tools, on a Strategy Workgroup. The Rational/WebSphere Strategy Workgroup analyzed, prioritized and recommended an integrated plan to merge the Rational and WebSphere Development Lab Teams and assessed the best ways to more tightly integrate the construction tools in the WebSphere Studio Portfolio with the life-cycle tools in the Rational Portfolio. The outcome of this workgroup was a unified set of recommendations to organize a hybrid WebSphere/Rational development team focused on more tightly integrating our entire tools portfolio, including an accelerated plan to re-platform Rational's life-cycle tools on the Eclipse open source platform.

Throughout the last year of our product development effort, preceding our V6 'Atlantic' release, I drove customer requirements and built End-2-End Scenarios into the functional and usability plans for this major new release. In the last three months, I personally tested and identified stop-shop bugs and usability issues with V6. After V6 successfully shipped in December, 2004, I received an award from the VP of Development for my efforts and impact on the quality of our V6 release.

In an effort to help the development teams with Rational heritage build their skills around Eclipse and WebSphere Studio J2EE tools, I led several educational and enablement sessions where I taught lead developers in our labs the End-2-End capabilities of our WebSphere Studio family of tools. In return, I was mentored on the Rational heritage tools and received advanced education on the V6 level of Rational development tools.

In preparation for the V6 release, IBM Education and Rational University built new course material focused on Rational Application Developer and Rational Software Architect V6. I attended alpha versions of those courses, reviewed the content, made recommendations for improvements and provided intellectual capital in the form of presentation content and lab exercises that were incorporated into the final versions of those courses.

I worked with our world-wide enablement team in the three months prior to our V6 release to support our customer beta program and shape the content and focus of our ARM (Area Regional Mentors) program to prepare the technical sales community for the V6 release. I built presentations, demonstrations and enablement material. I participated in a world-wide workshop to finalize our enablement materials and I enabled the Rational Technical Sales community in the Central Region to deliver enablement sessions to our Rational ITSs.

Pre-ceeding and following the successful marketing launch of our V6 WebSphere/Rational tools, I led customer briefings, web conferences and seminars to evangelize our new products and I accelerated the close of 4Q'04 business by leveraging the compelling new capabilities delivered in our V6 release.

◆ **Project Outcome:**

I was able to help shape the formation of our combined WebSphere/Rational development lab organization, influence the content and priorities in our WebSphere/Rational integrated V6 tools suite, improve the quality of our V6 release through End-2-End scenario testing, enable our technical sales field community world-wide, and accelerate 4Q'04 business through evangelism activities. I received a 4Q'04 award from our Rational Development labs for the above combined V6 contributions.

The bottom-line of my focused collaboration with development includes:

- Improved product quality
- Enhanced ease-of-use in our V6 products
- Better competitive strengths
- An ability to close more business in less time
- Improved customer satisfaction

◆ **What I learned:**

Maintaining and cultivating working relationships across our Sales, Marketing and Development Lab organizations has maximized my scope of influence and improved my effectiveness as an ITS. Specifically working with our development labs has helped me resolve customer issues, close business more effectively, build my skills more quickly, influence the direction of our products in concert with customer requirements and improve the quality of our products through End-2-End scenario testing.

To see the End-2-End Scenario I used to improve the quality of our V6 release and to understand how I transformed that reference application into a turn-key customer-ready set of enablement material, please visit my website @ <http://JavaDevTools.com> and download my 'RAD V6 Tutorial Demos - End-2-End Scenario'. Within minutes you'll see RAD V6 in action and have an opportunity to test-drive our flagship V6 release.

Engagement Summaries

(Taken from certification package)

Client / Project Name	Project Summary
<p>In each engagement I delivered value in a variety of ways.</p> <p>These styles of contribution are explained to the right.</p>	<p>Evangelism - Generating interest in IBM products and solutions through demonstrations and presentations.</p> <p>Education - Teaching the concepts, terminology and applied value of IBM products and solutions.</p> <p>Enablement - Combining evangelism, education, intellectual capital and hands-on activities to facilitate transferring knowledge, skills and applied best practices.</p> <p>Mentoring - Customizing education and enablement in a 1-on-1 collaborative approach.</p> <p>Best Practices - Establishing solid solutions based on proven experience.</p> <p>Architecture - Shaping customer I/T Architecture priorities in concert with IBM solutions.</p> <p>Cross-Brand - Selling IBM solutions that include multiple SWG Brands and products.</p> <p>Competition - Winning against the competition.</p> <p>Solution Selling - Teaming with customers and the extended IBM team to prove our products and close business.</p> <p>Lab Advocacy - Influencing the quality and direction of IBM products by working with our Software Development Labs.</p>
Allstate	<p>At Allstate I worked with many developers, architects and management leaders across business units and throughout I/T, in an effort to prove J2EE to be a viable alternative to Microsoft and to establish IBM WebSphere tools and servers as the Allstate J2EE Gold Standard. I evangelized IBM's J2EE tools and servers, educated and mentored customers and IBMers through a successful J2EE POC, collaborated with IBM development to improve our XML parsing capabilities, worked with the Architecture and Standards Committee across distributed and mainframe systems solutions, consulted on development best practices with Allstate's Developers Network of I/T professionals, authored the IBM response to the IDE Tools RFI, collaborated with the IBM sales team to deliver the J2EE tools and servers software proposal, and was a key contributor to closing a large ELA for WebSphere and Rational middleware and development tools.</p>
Nationwide	<p>At Nationwide I worked with the CIO, Development Mgrs, lead developers and architects to establish WebSphere Application Server middleware and Rational development tools as the Enterprise-wide standard. I evangelized our development solutions to the CIO and his direct reports, competed and won against Microsoft and Computer Associates, educated the Enterprise Architecture Team on development tool best practices, collaborated and mentored the IBM and Customer teams through a successful JSF POC, collaborated with IBM development labs to influence JSF RAD tooling capabilities, worked with the IBM technical team to propose an enterprise-wide tools platform in support of The Rational Unified Process, and collaborated with the extended IBM sales team to craft a software proposal that resulted in closing a large ELA for Rational and WebSphere tools and server middleware.</p>
AON	<p>At AON I worked with the Development and Enterprise Architecture Teams across the Risk Services, Policy Risk Management and Claims Groups. I Evangelized our WebSphere development tools and middleware server software to establish IBM J2EE solutions mindshare, competed successfully against Microsoft, engaged in troubleshooting development tool challenges, educated customers and IBMers throughout a successful J2EE POC, leveraged the Struts open source framework to model an I/T maintenance ROI superior to Microsoft, consulted on development best practices, worked with the IBM services team to educate customer stakeholders through a pre-sales to post-sales services hand-off, and established the WebSphere App Server, WebSphere Portal Server and WebSphere/Rational development tools as the AON enterprise-wide standard, in support of closing a large software ELA.</p>

CNA	At CNA I worked with the CIO, his direct reports, the CNA Enterprise Architecture and Standards Team and the EAI (Enterprise Application and Integration) Architecture Team to establish WebSphere Application Server, WebSphere BI middleware and WebSphere/Rational development tools as the Enterprise-wide software standard. I evangelized our development tools through multiple CNA developer forums, hosted an executive briefing in at the IBM Headquarters CEO briefing center orchestrating development lab and executive level participation, collaborated with IBM Software Services for WebSphere to execute an Architecture Review Workshop, worked with the services and sales teams to establish a Center of Excellence (CoE) comprised of a mixed staff of IBM and CNA I/T professionals, and worked with the extended software sales team to craft an IBM tools, server and middleware software proposal that closed a large multi-year ELA.
Jockey	At Jockey International, I worked with the CIO, his direct reports, the lead architects and lead developers to develop a Java platform approach to integrating legacy iSeries assets into a contemporary infrastructure for their intranet and internet web presence. I evangelized IBM Eclipse-based development tools, worked with the IBM iSeries development labs to identify several styles of J2EE iSeries integration, led a POC to demonstrate how to use Web Services with Java and RPG program calls as well as HATs-based data-stream scraping to customize packaged application integration, facilitated an integration architecture review resulting in a set of IBM development lab recommendations, and worked with the IBM sales team to craft a software proposal that resulted in an IBM WebSphere development tools and IBM Host Access Transformation Server software purchase.
Anthem BCBS	At Anthem, I worked with the Enterprise Architecture Team, the lead J2EE Architects and several business units to establish IBM Rational, WebSphere and Lotus tools as the enterprise standard for J2EE, Domino, Workplace, Portal, EAI, business process modeling and UML application modeling. I evangelized our J2EE, Portal, Domino and Workplace development tools through multiple world-wide web conferences, educated and mentored customers on development usage scenarios, collaborated with the IBM technical team through a successful development tools POC, competed successfully against Microsoft and Borland, was a key contributor to re-newing Rational and WebSphere development tools subscriptions. I continue to work with the extended IBM team towards a larger Rational/WebSphere/Lotus ELA in 2005.
Household	At Household International, I worked with the CIO, his direct reports, the Enterprise Architecture Team, the Development Tools Standards and Practices Team and Anderson Consulting. I evangelized our WebSphere development tools through several developer forums, CIO board meetings and Anderson Consulting hosted J2EE Development workshops. I collaborated with the Household Development Practices Group and the Anderson Consulting Team to establish development lifecycle and Model-View-Controller layered development approaches. I worked with IBM Lab Services to validate Household's J2EE development standards and worked with the IBM sales team to craft and close a multi-year ELA that included WebSphere Tools, Servers and Middleware software.
ERAC (Enterprise Rent-A-Car)	At ERAC, I worked with developers, architects, key line of business executives the ERAC Development Standards Committee and the IBM Software Development Labs to establish WebSphere Application Server and Rational development tools as the enterprise-wide standard while successfully competing against BEA. I evangelized WebSphere/Rational development tools through ERAC Developer Forums, educated the ERAC Central Development Best Practices Team on the difference between Eclipse and WebSphere Studio, collaborated with the IBM development labs and the ERAC BEA developer community to leverage the BEA Server plugin for WebSphere Studio, differentiated the value of WSAD over open source Eclipse plugins, and worked with the extended sales team to propose Rational and WebSphere development tools in a successful effort to re-new ERAC's existing WebSphere software subscriptions and grow their software purchases to include additional WebSphere and Rational server and tools licenses.
Abbott	At Abbott, I worked with the Abbott Development Tools Standards Committee, Application Server Standards Group, lead developers, enterprise architects and line of business executives to establish WebSphere Studio, Application Server and Portal Server as Enterprise-wide standards, while successfully competing against BEA, Borland, Sun and Microsoft. I evangelized the competitive features of WebSphere Studio development tools, educated the Abbott Development Tools Standards Committee on J2EE technologies in a vendor-agnostic approach, coached key stakeholders on what criteria should go into a development tools RFI while ethically positioning IBM as the superior vendor, influenced Abbott's J2EE application architecture in concert with the capabilities of WebSphere software, showcased IBM tools throughout several briefings and proposal meetings, enabled and mentored the Abbott IDE tools evaluation team through a successful tools POC, collaborated with the Portal and App Server ITs throughout those

	<p>respective evaluations, and contributed to closing a large ELA for WebSphere Studio, WebSphere App Server and WebSphere Portal Server.</p>
Boeing	<p>At Boeing, I worked with developers, architects and executive I/T management to establish WebSphere/Rational development tools as the enterprise-wide standard. I evangelized WebSphere/Rational development tools through multiple Boeing Developer Forum meetings, collaborated with Boeing application development “thought-leaders” in an effort to improve their J2EE development practices, provided IBM specific input to the Boeing Web Factory best practices Center of Excellence (CoE), and worked with the sales team to close a large ELA for WebSphere/Rational development tools and application server middleware.</p>
Trans Union	<p>At TU, I worked with developers, architects, project teams, and key I/T executives to improve J2EE development best practices, renew WebSphere software licenses and grow their investment in WebSphere, Rational and zSeries software. I evangelized, educated, enabled and mentored lead developers on ways to collaborate between web designers, Java developers and mainframe developers using change management techniques and leveraging tool integration capabilities between IBM Eclipse and 3rd party non-IBM tools. I enabled a customer-driven POC to successful completion, and I recommended key WebSphere/Rational development tools and identified team-based usage patterns by working with the lead developers on active projects that became the baseline for our best practices. I teamed with the Trans Union executive sponsor and IBM sales team to close additional WebSphere/Rational/zSeries tools, servers and middleware software.</p>
SBC	<p>At SBC, I worked with developers, architects, development managers and line of business executives to grow WebSphere Application Server and J2EE tools licenses, introduce Rational lifecycle products, and establish WebSphere Business Integration and Portal Server as enterprise standards. I evangelized WebSphere, Rational and Portal Server and tools through cross-country roadshows, SBC technology forums and user groups. I collaborated with IBM Lab Services and the SBC Architecture and Standards Board to establish a Center of Excellence and mentor network for new J2EE and Portal projects, successfully teamed with a customer driven Web Services POC and competitive evaluation, enabled developers by developing On Demand e-Learning assets like the WebSphere Studio Tutorial Demo Series, identified key beach-head projects for WebSphere BI Process Choreography and WebSphere Portal, and teamed with the sales team to close a large ELA that both grew WebSphere App Server and Tools subscriptions and added WBI Process Choreographer and WebSphere Portal Server to SBC’s enterprise-wide software purchase.</p>
BOTCC - Board of Trade Clearing Corporation	<p>At BOTCC, I worked with the lead architect, developers, development manager and line of business executive to establish WebSphere Application Server, MQSeries and WebSphere Studio as the standard operating environment, resulting in a customer reference and \$1.1M software purchase. I evangelized WebSphere tools, servers and middleware through a software briefing and technical project review, which resulted in a recommendation for a Lab Services Java JumpStart engagement. I worked with the IBM WebSphere Development Labs to assess the high-volume capabilities of MQ, JMS and Message Driven Beans (MDB) while facilitating an architecture review and sizing workshop for the METATrade project. I mentored and enabled BOTCC’s development team on WebSphere Studio’s J2EE and JMS tooling and collaborated with the customer to complete a POC reference application that drove a software purchase of \$1.1M, which included WebSphere Application Server, WebSphere Studio and MQSeries in a clustered mix of distributed and mainframe environments.</p>
Mastercard	<p>At MasterCard, I worked with developers, architects, development managers and the MasterCard I/T Standards and Best Practices Group to establish WebSphere Studio as the IDE standard for a BEA/WebSphere dual production environments. I evangelized WebSphere Studio and Eclipse development tools at user group meetings, supported a BEA/WebSphere deployment POC, mentored development team leads on WebSphere Studio J2EE best practices, and established WebSphere Studio as the enterprise-wide IDE standard for both WebSphere and BEA server environments. I worked with the sales team to sell a multi-year ELA for WebSphere Application Server, WebSphere Studio and an IBM business partner Eclipse/WSAD plugin for BEA WebLogic Servers.</p>
IBM Development Tool Seminars	<p>I worked with IBM marketing and regional sales teams to deliver multi-state roadshows showcasing WebSphere, Rational, Lotus, iSeries and zSeries development tools. I developed the presentations and live demonstrations, and packaged those assets as customer-ready downloads via ibm.com. Many customer leads resulted in new business for WebSphere, Rational, Lotus, iSeries and zSeries in excess of \$5M, with a majority of customer leads targeted at WebSphere Studio development tools. The vast majority of attendee evaluations indicated that the sessions were very educational, overall customer satisfaction was very high and on average 5 customer accounts per roadshow scheduled one-on-one briefings and requested my</p>

	participation.
JumpStart Customer Education Sessions	I developed and delivered over two dozen customized 1-day education sessions targeted at developers and architects assigned to new WebSphere J2EE projects. The design points of the sessions were to teach the concepts, terminology and applied techniques for using WebSphere Studio to develop new J2EE projects. Customers fell into three categories: (1) New to WebSphere Studio and scheduled for additional formal education (2) New to WebSphere and scheduled to receive assistance from IBM Lab Services (3) Experienced J2EE developers new to WebSphere Studio. Over 90% of the student evaluations indicated a higher level of confidence and proficiency in their ability to use WebSphere Studio on real-life projects.
Tutorial Demo Series for WebSphere/Rational/Portal Development Tools	I developed live recorded demonstrations intended to balance entertainment value with technical depth, in order to effectively showcase our development tools to casual executive viewers and enable skill building for technically proficient developers and architects. The Tutorial Demo Series and Seminar Demos have been delivered bi-annually for the lifespan of WebSphere Studio and multiple times throughout the lifespan of Visual Age for Java. Thousands of IBMers and customers around the world have downloaded and learned the fundamentals of our Java development tools using the Tutorial Demo Series. The DEMOpkg/DEMONet group has distributed over 20,000 CDs, DVDs and downloads of this offering, WebSphere marketing has distributed over 10,000 CDs and ibm.com downloads via the "Tools for the Enterprise" program and over 100,000 downloads have been distributed to world wide professionals via my website @ http://JavaDevTools.com (a.k.a. WebSphereCentral.com and RationalCentral.com) I am growing the Tutorial Demo Series to include Java, Rational Application Developer, WebSphere BI Modeler/Process Choreographer, Rational SDP for RUP Lifecycle Tools, and Portal/Portlet Development. Lotus Workplace Development Tools is a planned enhancement for 2H'05.
Rational/WebSphere Development Advocate	I have been working closely with development to influence the quality and direction of our development tools prior throughout the lifespan of Visual Age, WebSphere and the Rational Software Development Platform branding efforts. I launched VisualAge for C++ and VisualAge for Java in 1995 and 1997 respectively, winning "Best of Show" at the 1997 Software Developer's Conference. I launched and evangelized WebSphere Studio and Rational XDE cross-country in 2001 and 2002 respectively. And, I worked with our development labs to prioritize the content of our Rational/WebSphere V6 'Atlantic' release, perform End-2-End Scenario usability testing, build world-wide field enablement education, deliver a 3-day Regional hands-on workshop, review Rational University V6 course material, educate our Rational development team on the fundamentals of WebSphere Studio, identify stop-ship bugs for the V6 internal development stream, develop key demonstration scenarios for the V6 world-wide launch events and deliver V6 roadshows to customers across the Central Region, in concert with our company-wide V6 launch.

Professional Contributions/Giveback

(Taken from certification package)

I/T Specialist Professional Contributions	Description of Contribution (Must have at least two categories for certification)
Instruction	<p>I developed and delivered a 3 day Hands-on WSAD Workshop to enable skills transfer to Central Region Rational ITSs. This session achieved an average evaluation rating of 9, on a scale from 1-10. Students indicated that after the class they were better able to use WebSphere Studio to perform presentations and demonstrations for customers and support WebSphere Studio in their role as an ITS. I developed and delivered 15 1-day customer JumpStart sessions for WSAD. I customized these education sessions to be targeted at developers and architects assigned to new WebSphere J2EE projects. The session objectives included teaching the concepts, terminology and applied techniques for using WebSphere Studio to develop new J2EE projects. Customers fell into three categories: (1) New to WebSphere Studio and scheduled for additional formal education (2) New to WebSphere and scheduled to receive assistance from IBM Lab Services (3) Experienced J2EE developers new to WebSphere Studio. Over 90% of the student evaluations indicated a higher level of confidence and proficiency in their ability to use WebSphere Studio on real-life projects.</p>
Mentoring	<p>I mentored ITSs working for the WebSphere and Rational brands. I also mentored ITSs through the certification process.</p> <ul style="list-style-type: none"> o WebSphere mentees included: Paul Lucas, Andy Havelly, Brian Colbert, Dennis Miller, Dan Sullivan, Dan Marshall, Ewa Rabeda o Rational mentees included: Dean Henkel, Tim Saunders, Marsha Knudsen o Certification and Senior Certification mentees included: Rick Weaver, Dean Henkel, Dan Marshall, Rick Bowman, Scott Peters, Chuck Rexroad
Chair Assignments	<ul style="list-style-type: none"> o World Wide Technical Leadership Council 2002, 2003 o Americas Technical Leadership Council 2004 o Rational/WebSphere Strategy Workgroup 2003 o Microsoft Competitive Champions 2003, 2004 o Central Regional Technical Lead, Rational Brand 2005
Professional Activities	<p>I regularly speak at User Groups throughout the Central Region. I have been a guest speaker at over a dozen User Group meetings over the course of 2002-2004, including the following:</p> <ul style="list-style-type: none"> o St. Louis Java and WebSphere Users Group o Central IOWA Java and WebSphere Users Group o Chicago WindySphere Users Group o Grand Rapids WebSphere Users Group o Detroit Java and WebSphere Users Group o Indianapolis WebSphere Users Group o Omaha Java and WebSphere Users Group o Wisconsin Java and WebSphere Users Group

Intellectual Capital Contributions	<p>I developed live recorded demonstrations intended to balance entertainment value with technical depth, in order to effectively showcase our development tools to casual executive viewers and enable skill building for technically proficient developers and architects. The Tutorial Demo Series and Seminar Demos have been delivered bi-annually for the lifespan of WebSphere Studio and multiple times throughout the lifespan of Visual Age for Java. Thousands of IBMers and customers around the world have downloaded and learned the fundamentals of our Java development tools using the Tutorial Demo Series. Some of the delivery channels include:</p> <ul style="list-style-type: none">o The DEMOpkg/DEMONet group has distributed over 20,000 CDs, DVDs and downloads of this offering,o WebSphere marketing has distributed over 10,000 CDs and ibm.com downloads via the "Tools for the Enterprise" programo Over 100,000 downloads have been distributed to world wide professionals via my website @ http://JavaDevTools.com (a.k.a. WebSphereCentral.com and RationalCentral.com)o The Tutorial Demo Series is also available Internally via the eXpertise Library I continue to grow the Tutorial Demo Series to include Java, Rational Application Developer, WebSphere BI Modeler/Process Choreographer, Rational SDP for RUP Lifecycle Tools, and Portal/Portlet Development. Lotus Workplace Development Tools is a planned enhancement for 2H'05.
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