# ALEX SHAKESPEARE

## **Personal Details**

Address: Contact me for these details (London based) alex@alexshakespeare.com E-Mail: Date of birth: June 1978

## Personal Statement

I consider myself to be a seasoned IT professional with exposure to a large variety of technologies. Recently, my focus has been on Salesforce, specialising in data synchronisation, process and UI enhancement. I also have business analysis and product management experience with a good track record for on-time delivery and catching missing requirements.

## **Career History**

(C) denotes contract position - (P) denotes permanent position - (PT) denotes part-time position For further information on these roles and examples of work, visit my website at http://www.alexshakespeare.com

## Salesforce Consultant (C)(PT)

## Currency Cloud

July 2017 – December 2017

Because the KYC and sales process had changed since my last engagement at Currency Cloud, and I had domain knowledge. I was asked to come back and refine this process. During my second tenure, I was able to move a lot more functionality out of code and into easier-to-maintain approval processes and process builder. Working with the sales manager, we completely took apart the opportunity and account pages and re-worked them to be more streamlined and relevant to the business.

Skills used: Advanced Salesforce administration, Visualforce/APEX, Data Loader, Lightning (migration took place during this engagement)

## Salesforce Consultant (C)(PT)

This was a continuation of a subset of my role at Western Union. I was mostly involved with handover to my successor in the USA, compiling technical recommendation documents for new pieces of functionality as well as participating in daily Level 3 support calls.

Skills used: Advanced Salesforce administration, Visualforce/APEX, technical writing.

#### Global Product Manager (C) Western Union Business Solutions October 2016 - June 2017

This very different and challenging role was as a global product manager for the WUEDGE B2B payments platform, which was based on the Salesforce community platform. Key duties included stakeholder management, GTM strategy, forecasting, support and much more. I was in daily contact with around 30 stakeholders located from San Francisco to Sydney, and managed requirements, UAT, bugs and education regarding new releases on the platform. I worked very closely with our partner, Appirio, on both process and technical design in order to deliver new features to market quickly. For much of the time, I would also be involved in low-level design and had a Chatter group called "Ask Alex" where Salesforce administrators could ask for advice on implementation of non-code features. Throughout my tenure, we never missed a release date and the number of post-release issues were reduced significantly due to my establishment of best practice environmentally (proper staging environments), in process (establishing JIRA for UAT, pre-release Diffs) and through daily communication channels with clear agendas (standups).

This role was subsequently moved to the USA, and I was unable to accept the offer of a full-time position due to family commitments.

Skills used: Advanced Salesforce administration, Visualforce/APEX (mainly debugging), HTML/CSS (prototyping), Powerpoint (release/feature presentations to stakeholders), JIRA, Excel (forecasting and data analysis)

#### Salesforce Consultant (C) Currency Cloud

This role mainly involved fixing up and increasing maintainability on a neglected Salesforce instance. The Sales pipeline and bespoke quoting engine at Currency Cloud were poorly implemented and not maintainable - sales reps were often not able to book opportunities due to bugs in the system, which resulted in lack of business visibility into the pipeline.

I removed a lot of the old buggy code and re-implemented it in Salesforce standard data structures. The existing data was transformed and imported so historical data was not lost.

## Appirio

## Julv 2017 – December 2017

February 2016 – September 2016

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Another task at Currency Cloud involved rationalising data storage. Every trade/payment was being stored in Salesforce, which was leading to prohibitive data costs and slow reports – I rationalised and re-modelled this data, provided a new interactive ExtJS interface to it and reduced the stored data down to 5% of its former magnitude.

Skills used: Advanced Salesforce administration, Visualforce/APEX, Data Loader, advanced Excel (for data cleansing and transformation), ExtJS/JQuery/HTML/CSS (for front-ends)

## Systems Consultant (C)

## SpringerNature December 2011 – February 2016

I returned to Nature Publishing Group following a request to build a SOAP interface to systems I had built 7 years prior in order to integrate them into a new data warehouse. Due to problems with the implementation of the data warehouse by a third party, I won the tender for the re-implementation of the master data front-end as well, to be written in more appropriate technology (Sencha ExtJS).

Successful delivery of the front-end led to an opportunity to compile technical documentation and questions relating to an RFP to replace the existing quote tool (see below).

Over 700 user stories were rationalised into specifications/questions and, following a long tender process, a preferred vendor was picked for the project with a budget of £1.5M.

However, due to budget cuts, the project was cancelled and I offered to write a substitute system that integrated with Salesforce in a very limited timeframe with fixed budget.

This system was delivered in phases, with the first going live in May 2015; the new system delivered over 80% of the user stories and has since saved a vast amount of double keying and delivered more accurate/granular reporting on the sales pipeline. Following a support/handover period relating to all the existing systems that I wrote, I decided to leave Macmillan in January 2016.

*Skills used*: Salesforce administration and API, ExtJS for data front-ends with PHP back. Business analysis and technical documentation compilation. SQL Server 2008(SSIS) for data warehouse implementation.

## Head of Development (P)

## CMC Markets

### May 2007 – August 2011

I worked in Digitallook, a part of the CMC Markets group. Digitallook is a provider of website portals for clients including HSBC, Barclays, Santander, Charles Stanley and the BBC.

I began as a senior developer, brought in to oversee the development of an innovative new webbased trading product. I was heavily involved in the initial design, implementation and deployment of this product, which was delivered on time and relatively bug-free.

Once this product was rolled out, I was involved in the day-to-day running of digitallook.com, as well as our corporate customers. I refined many procedures, leading to pain-free release days, fewer bugs and a vastly improved UAT environment for the corporate clients to test on.

Following a management reshuffle, I was offered the position of Head of Development. I gained significantly more responsibilities, including managing a new offshore team and 10 onshore developers, daily contact with our clients and incident management. I introduced daily scrums with the three development teams and was tasked with recruiting new members of these teams.

Digitallook was bought by Web Financial Group (WFG) in December 2010. I oversaw migration of the data centre and trained WFG staff in all aspects of the systems, before leaving CMC in August 2011.

**Skills used:** Pre/post sales consulting and support. Management of offshore team. Incident management. Perl/HTML/TTK scripting. SQL optimisation. Memcache. Advanced Javascript (incl. JQuery and ExtJS). CVS. Selenium. Technical specification authoring and data modelling.

## Systems Consultant (C)

## Nature Publishing Group September 2004 – October 2007

Originally brought in on a 3-month contract to script various repetitive data-import processes, I was asked to work on other projects at the end of the initial contract.

The largest project I worked on was a quote application, which quoted for the Nature site-licence product. This system was used by sales teams in the USA, Japan and Europe, and was both multi-currency and multi-language. Within 2 years, the system created thousands of quotes totalling over £1bn and saved several hundred man-hours' worth of administration. Because the sales team were forced to comply with the complex price model/authorisation processes, collected revenues increased dramatically.

*Skills used*: Perl/HTML scripting. Advanced Apache configuration. Javascript/AJAX based DHTML. SQL Server (incl. stored procedures and SSIS). Windows administration. Advanced data modelling.

## MIS Manager (P)

## Lastminute.com

October 2002 – May 2004

After starting at lastminute.com on an initial 3-month contract as a Perl programmer, involved in the parsing of simple log files to a database, I became the sole programmer on many data-extractionrelated projects, tying in several data sources to a data warehouse.

I took on the role of MIS manager in July 2003 and by the end of August we were extracting over 400,000 records daily from 30 different failure-prone sources across Europe. We created many new reports in Business Objects, which increased business visibility in many key product lines.

Skills used: Perl scripting for ETL tasks and other purposes. HTML and MySQL for customised reports and real-time dashboard application. Oracle/Informix/Postgres/MySQL/SQL Server.

#### Short term contracts (C) Shakespeare Solutions Ltd April 2002 – October 2002

I worked on various small projects lasting on average a fortnight on a consultancy basis. These include a Postgres migration for a Nortel Networks client extranet.

British Broadcasting Corp.

## Senior Webmaster (C)

I was responsible for ensuring that the BBC brand was maintained and ensuring quality throughout the BBC website. I coded and deployed a management/data-mining tool to enable general access to accurate contact information for each sub-site. I assisted in the deployment of the BBCi toolbar by designing and implementing tools to help check/manage toolbar rollout. After the successful rollout, I received an award for outstanding performance.

Skills used: Perl scripting with Apache for various management tools/short-order scripts. Solaris sysadmin. General HTML/Javascript/quirks knowledge for maintaining quality of BBC brand.

## Head of Network operations (EU) (P)

Liquid Audio Liquid Audio was one of the Internet's largest distributors of music. I was responsible for over 50 servers of varying capacity, remotely hosted in the Docklands, as well as the internal office network. I

was also involved in consultation work with Liquid Audio's various subsidiaries in Japan.

Skills used: Perl scripting (intranet and sysadmin). MySQL. Solaris sysadmin for data centre.

## Systems Specialist (P)

Transaction-One

October 1999 – November 2000

July 1994 – September 1998

I implemented two database-driven e-commerce websites and acted as the technical liaison for clients who wished to provide downloadable product fulfilment via their own websites.

Skills used: Perl scripting. HTML. C APIs. Oracle. Solaris sysadmin.

Skills used: Basic VMS. Windows and Office administration.

## Helpdesk Operator (Part-time)

## Skills, Strengths and Certifications

M.W. Kellogg

- Salesforce Certified Administrator, specialising in data synchronisation and the API.
- MySQL, SQL Server (2008R2 incl. SSIS) and Memcache.
- Javascript (NodeJS, ExtJS, JQuery and Angular), PHP, Perl, VB, Python, C++/C, Java (in decreasing scale of competency)
- HTML5 and CSS design wireframes to webpages.
- Github, release and configuration management and Selenium testing suite.
- Linux (incl. kernel customisation, scripting and advanced Apache configuration).
- Advanced Microsoft Windows and Office administration.

## Education

University of East Anglia	BSc Computer Science	1996 — 1999
Dr Challoner's Grammar School	3 A-Levels	1994 — 1996
Dr Challoner's Grammar School	10 GCSEs	1991 – 1994

## **Referees**

- Primary: Ian Beth, Head of Sales Support, Currency Cloud
- Secondary: Marc Powell, Project Manager, Appirio

Please ask me for contact details.

January 2001 – July 2001

August 2001 – March 2002