

# Adron B. Hall

Software Engineer at WebTrends

adron@adronbhall.com

## Summary

I am an entrepreneurial, objective, and strategic software engineer and leader. With expertise in all practical levels of the software development life cycle from project management down to integration coding with complex design patterns. In addition I bring a focused and distinct skill sets in interacting, closing deals, and working within sales, partnerships, or marketing for software technical solutions, a unique skill among technologists.

## Soft Skills

I bring strong communication, presentation, mentoring, training, and leadership skills to any business I work for.

## Technical Skills

I have a strong background of C#, VB.NET, VB 6/5/4, SQL, SQL Server, OLAP, SQL Server Analysis Services, Business Analysis, Economics, Strong Business grasp and understanding.

## Experience

### Software Engineer at WebTrends

September 2008 - Present (8 months)

Once completing work with the web services team at Webtrends I rolled over to Webtrends Consulting Solutions & Services Team to do implementations with those services. I provide development integration & implementation support for Adobe AIR, Flash, .NET, Silverlight, WPF, Office 2k7 & 2k3 (a LOT of Excel) and more products that utilize our Webtrends Data Exchange and Collection Services. In addition to the tactical involvement the strategic involvement of Enterprise Governance around analytics, business intelligence, and social media into full spectrum custom intelligence dashboard and scorecard solutions for customers.

This role also has involvement with client communications before, during, and after sales process to assure clients know the full scale and scope of the product capabilities. I often work to coordinate, provide guidance, and consulting to sales, marketing, engineering and other teams as need be to provide successful customer engagements and integrations.

I've also provided leadership in gaining key partners and the respective partner integrations, implementation of integration solutions, and the direction of these partnership efforts from development, relationships, and cost analysis and benefit.

***Read more on my blog:***

[http://www.adronbhall.com/blogs/technology\\_software\\_development](http://www.adronbhall.com/blogs/technology_software_development)

### Software Architect at The Axiom Group

June 2008 - September 2008 (4 months)

Provided support in putting an agile team process together. Put together unit test standards, user stories, burn down, and other standard processes and mentored at various stages of the implementation.

I created a working infrastructure with continuous integration, build server reports, management, and build configuration. Utilized MVC for the presentation tier, Builder, Composite and other patterns to implement a vertically and horizontally scalable distributed architecture for an Excel based trending server application. Specific technologies included .NET 3.5, SOAP based WCF, and other framework elements.

### **Business Intelligence at Webtrends**

October 2007 - June 2008 (9 months)

65% Primary role included integration between WebTrends application and SSAS (Analysis Services) utilizing SSIS (Integration Services) and other proprietary tools. Data warehouses & databases ranged from hundreds of thousands to millions of row tables between a couple hundred MBs to several TBs of storage.

(25%) I developed applications utilizing SSIS, SSAS, and .NET Framework (Web & Windows Forms) to assist in application integrations and data troubleshooting.

(10%) I created arrangement and coordination of project work and planning including deployment planning and implementation.

### **Chief Software Architect at Ghallt Enterprises**

January 2004 - May 2008 (4 years 5 months)

-Performed custom installations of .NET Applications. During this we utilized .NET Framework 1.0, 1.1, 2.0, 3.0, and 3.5 in development of applications. Also technologies included WCF, Web Services, ASP.NET, and many other .NET Framework libraries, tools, and features.

-Applications ranged from web social networks to CRM and other enterprise tools. Applications oriented toward Web 2.0 designs and standards.

-During development maintained SaaS Source Code Control (Subversion), SaaS Communication Tools, Visual Studio, Unit Testing, and other tools.

### **Sr. Software Developer at Centerstance**

July 2006 - October 2007 (1 year 4 months)

Worked with development team as Sr. Consultant building a Service Oriented Application (SOA) based on Windows Communication Foundation (WCF/.NET3.0), Composite UI Application Block (CAB) with Model View Controller (MVC) patterns based Smart Client Software Factory (SCSF). As the project evolved the Data Transfer Object, Domain, and other patterns were integrated into the application with business rules and workflow using the Windows Workflow in .NET 3.0, back end generation was done with LLBLGen Professional.

### **Sr. Software Architect & Developer at Instant Media**

March 2006 - July 2006 (5 months)

While at Instant Media designed and implemented the infrastructure and Web Application Components necessary for media uploads between 1MB - 2GB via 3rd

Party Tools via HTTP and Web Access, DRM Encoding via Active X, User Membership, Roles, and Authentication, and Themes utilizing ASP.NET 2.0. Various versions were built and presented to management for selection and publication to production usage.

### **Software Architect, Engineer, Professional Services at Contractor/Consultant**

June 2005 - March 2006 (10 months)

#### *Corillian*

(90% of time) I worked with team on several projects for credit union and bank clients. Provided assistance with development duties, augmenting the architecture staff, provided feedback and direct support and assistance for business analysts on end user interface documents, and provided new application architecture design outlines for utilizing .NET 2.0 within the current existing application framework and for possible realignment of application from .NET 1.x to .NET 2.0.

(10% of time) Travel to and from Buffalo, New York for meetings in relation to business analysis requirements and face to face with clients. My team provided meeting minutes, documentation, and application outlines to clients.

#### *Micro-Power Electronics*

Designed/Architected a .NET Quote Management System with Integration into Goldmine CRM (SQL Server) and Fourth Shift Manufacturing (SQL Server) Software Package. I built this solution using ASP.NET Web Application with SQL Server Back end. Also technologies utilized DTS & T-SQL Stored Procedures for application and simple data-mining techniques to gather data for these different sources for reporting needs. Finally used sample OLAP SQL Server Analysis Services setup to provide client with future reference for reporting all while completing job all items documented for maintenance using nDoc, RoboHelp, and regular Word/Web Documentation.

### **.NET Architect & Developer at Private Contractor**

August 2004 - June 2005 (1 year)

#### ***Citi HR Solutions*** (*Citi Group Human Resource Development*)

(100% of time) I worked with custom server controls to simplify the development of SQL Server data driven applications. Technologies utilized OOD with C# and Microsoft Application blocks. As senior developer I also trained and mentored junior and beginning developers on use of the custom server controls and Microsoft Application Blocks.

#### ***Fidelity***

(100% of time) The team I worked within created an internal request management web application utilizing ASP.NET (VB.NET) with integration into Fidelity's Security Manager Forms Based Authenticator. Completed all Database Architecture Design, Application Architecture Design, Work Cases (UML Visio), and Object Oriented Developed Classes within a very short time frame and delivered the product on time.

#### ***Allstate***

OLAP Cube ETL Coder (Computer Technology Solutions @ Allstate)

(100% of time) Created OLAP Data Warehouse feeds utilizing DTS for ETL Processes feeding primary OLAP Cubes for Allstate AWD Division.

### **.NET Architect & Developer at Private Contractor**

January 2004 - August 2004 (8 months)

#### ***Bank of America***

(28% of time) I acted as lead developer for data entry and work flow application process enhancements. Produced an estimated return of over \$50k per year savings and increased sampling rates by over 75 Percent.

(28% of time) Worked within Six Sigma team to implement a green belt DFSS project based on enhancing the multi dimensional (OLAP) Cube Reporting System using Crystal Reports, SQL Server Analysis Services and other tools as needed. Savings totaled over \$250k per year.

(40% of time) Enhanced, maintained, and organized using Six Sigma Process Projects to keep day to day costs to a minimum and to provide customers with accurate, reliable, and timely data within the Cube Reporting System.

(4% of time) I also utilized technologies such as DTS Packages to pull data from various sources for the Information Solutions and Delivery Department to pull data into our primary data warehouse. With additional available resources developed .NET tool to create an application using the IBM MQ Series Messaging Queue.

### **Software Developer at SCP Pool Corp.**

November 2002 - December 2003 (1 year 2 months)

(80% of time) I worked within a pair team on "Purchasing Console Application", to serve as a central repository of purchasing information for the entire company's distribution. Application was designed on and built with SQL Server 2000 using ASP.NET/IIS 5.0 to develop a web front end. I was also directly involved with use of JavaScript for custom controls, Menus and other items based on Infragistics controls used for GUI. Other tools used included EDI/XML Transforms (Created custom object to manipulate data to and from sources), and minor UNIDATA work retrieving data for DTS moves to SQL Server.

(8% of time) Also provided Windows NT 4.0/2000 administration assistance and user support on custom application(s).

(2% of time) I worked within IT team providing Windows 2000/2003 Implementation Consulting for roll out needs and to assure application integrity within the new environment.

(10% of time) I worked within team to replace MITT's Cubes with SQL Server Analysis Services Cubes. Estimated savings exceeded \$50k per year. Immediate savings exceeded \$20k direct savings.

### **Sr. ASP.NET Web Development Architect at Harrah's Entertainment**

September 2002 - November 2002 (3 months)

(100% of time) Develop and streamline the Change Management reporting flow and management system by implementing a .NET centric platform solution. I also was responsible for all SQL Server Database Architecture Designed and Implemented on Server. Application Architecture planned out (Visio!) and development work done. Reporting system involved extensive ASP.NET development w/ ADO.NET utilizing the SQL Server 7.0 backend.

### **Software & Systems Manager at Cmedia / Respond 2**

August 2001 - August 2002 (1 year 1 month)

(80% of time) Primary function was Sr Systems & Database Administrator and lead developer on multiple VB & VB.NET/VB 6.0/ASP.NET Projects.

(10% of time) Acted as Technical Lead/Manager for staff of 2 (One programmer and one other systems technician). Also coordinated and handled all contractor staff. I also worked within a team on development of a multi-tiered ASP.NET Front End w/ SQL Server Database Back End Application.

(10% of time) This time included many smaller projects utilizing ADO.NET w/ Visual Basic & ASP.NET, Visual Basic 6.0 w/ ADO 2.6, and SQL Server 2000 & 7.0 for small tracking and data processing applications.

### **Help Desk Manager at PSI Net Consulting Solutions**

September 2000 - May 2001 (9 months)

I administered SQL Server 7.0 database for internal LAN for Employee Business Analysts, and management persons. Administration tasks included setup of new database, security plans for individual databases, setting up automated administration tasks, backups, and many other tasks as needed.

I managed Access Database for problem reporting and tracking & created Help Desk call logs and reports with Crystal Reports via SQL. This utilized a Sybase SQL Server Database back-end. I also created Employee Hourly Project Tracking Web Application with ASP with SQL Server back-end. Front-end application was designed with ASP/VB Script for server-side code, and JavaScript for client-side form validation.

Managed help desk team of 4 people, all interactions between departments including; Technical Writers, Engineering, QA, and upper management.

### **Networking & Software Management Specialist at Independent Contractor/Consultant**

July 1996 - April 2000 (3 years 10 months)

Columbia Healthcare Hospitals - Acted as Network Engineer during 3 month move of network and PC Systems.

Department of Energy Strategic Petroleum Reserve (DOE SPR) - Acted as Senior Help Desk Coordinator for the 600 plus staff of the DOE SPR. Led 3 other full time, and 2 part time help desk associates. Lowered call times while on contract over 50 percent.

Cimarron Inc. (EPA - Environmental Protection Agency) - Worked as contracted Systems Administrator for Windows NT 4.0/Windows 9x environment. Also provided support for software, network, and other engineers of Naval Research Laboratories in conjunction with other team.

## **Education**

### **SQL Server Analysis Services**

SQL Server Analysis Services, 2007 - 2007

### **WebTrends**

Web Analytics, 2007 - 2007

### **MVC & CAB Training**

Certificate, MVC & CAB Developers Training, 2006 - 2006

**Activities and Societies:** Training covered MVC (Model View Controller) and CAB (Composite UI Application Block) for the application development effort.

**SQL Server Reporting Services Training**

SQL Server Reporting Services, 2004 - 2004

**Six Sigma Training - Green Belt / DFSS**

2004 - 2004

**Activities and Societies:** Worked within the training group as team lead, assisting with accelerating our class team into the lead position within competitions.

**Applications Developers Training - Stennis Space Center**

Certification, ASP 3.0 Training, 2000 - 2000

**Slidell Institute of Technology**

Certification, A+ Technician, 2000 - 2000

**Pearl River Community College**

Associates, Computer Science, 1996 - 1999

**Activities and Societies:** Attained the status of "Whos Who" while in final year of college.