

Resume of Ralph P. Cesena Jr.

Career Highlights

- 20+ years experience designing, architecting and managing software development projects, in both the Private and Government sectors, using waterfall, RAD, Prototype, and other Software Development Life Cycle methodologies.
- 20+ years experience designing, architecting and managing software projects in the RDBMS, Microsoft ASP, Java, and Microsoft .NET environments.
- 20+ years experience designing, architecting and managing software automation projects in the areas of Portals Development (Virtual Communities), Business to Business Supply Chain Automation, Customer Relationship Management (including Marketing, Sales, Support and Logistics), Workflow Automation, Electronic Document Management and Generation, Electronic Signature, Accounting, Inventory Control, and much more.
- 20+ years experience with Process Engineering initiatives, being primarily responsible for analyzing, documenting, and re-engineering processes in support of new Application Development and Deployment
- 10+ years experience as Director in both Product Management (Marketing) and Software Development (Engineering) of web-deployed, high performance applications.
- 10+ years experience coordinating multiple projects and project teams locally, offshore, and from 3rd party vendors.
- 8+ years experience managing Enterprise CRM Application projects including Clarify CRM and Salesforce.com CRM systems.
- Extensive Experience as a public speaker on technical and business topics, including experience as a Keynote Speaker at several CRM, Integration and Analytics events.
- Experience managing projects pertaining to OLAP and Relational database analytic solutions.
- Excellent communication and “people” skills.
- Unique blend of Logical / Technical skills, and Creative / Concept development skills.
- Highly proficient with Microsoft Office suite of products including Word, Excel, Visio, PowerPoint, Outlook, and Project.

Professional Accomplishments

April 2004 to 2005

MSX International / Consultant to Sacramento County Probation – Sacramento, CA

Project Management Director

Project Management Director for a 12-month Juvenile Court Services automation project, with a budget of over \$500,000 and a staff of three (3) consultant .NET developers, and County employee MIS developer resources. At the conclusion of this project, Probation Management stated that the project represented the most successful rollout of any software project to date for Probation MIS. Fully responsible for defining the project, planning, interviewing and hiring developers, managing developers (consultants and hired staff), training, deployment and support of the developed software applications.

The efficiencies gained by developing a Juvenile Court services **Document Workflow Manager Application** significantly reduced late Court Reports by 60%, while providing Court Investigations Supervisors with tools to manage and track reporting using a web-based software application. Automating **Court Report Electronic Distribution** to other County Agencies eliminated excessive copying (up to 12 copies per 30-page report) and manual routing of reports, and providing real-time document delivery (with **Electronic Signature Insertion** and **PDF Document Archiving**) immediately upon completion of a document. Providing Juvenile Court Presenters with a **Juvenile Court Case Management Application** eliminated the need for transporting “shopping carts” full of paper documents to court, in lieu of accessing documents electronically via the Juvenile Court Presenters Application – and providing an means to communicate **Juvenile Court Case Notifications** to convey Status and Outcome to various probation units, using electronic mail (in lieu of paper based notification).

- **Software Development Life Cycle:** Utilized a hybrid Iterative / Waterfall SDLC methodology to successfully manage the project to completion; on-time, and under budget.
- **Process Analysis:** Performed detailed analysis / documentation of Juvenile Probation processes and procedures in advance of formal project work, to better understand the end user environment and project challenges.
- **Technical Assessment:** Analyzed / documented existing software systems and procedures, to better understand integration requirements for new systems development.
- **Project Proposal:** Produced, documented and championed the formal SRP (Software Development Proposal) that outlined all automation to be included at completion of the project. Proposal was accepted.
- **Process Engineering:** Analyzed and recommended improvements to existing manual and paper-based processes, to facilitate automation of document creation, distribution, and Court Case notifications.
- **Project Scope and Definition:** Researched, recommended, and gained approval for specific software systems and technologies to be utilized during project development.
- **Project Planning:** Successfully developed and maintained project plan (Microsoft Project).
- **Staffing:** Successfully profiled, screened, interviewed, hired and managed a team of three consultant developers responsible for developing, testing and deploying the required applications.
- **Requirements / Technical Specifications Documentation:** Developed Business Requirements, Technical Specification, Design Documents, and Design Prototypes used by development team to code, test and deploy the required .NET software applications.
- **Project Management:** Led and managed consultant developers and internal staff in developing, testing, training, deploying, and supporting the department’s first true .NET software solutions.
- **Technical Writing:** Responsible for creation of all User Guides, Use and Test Cases, and Training Manuals used during various phases of the project.
- **Training:** Responsible for development of all training curriculum and materials, and hands-on training of over 100 end users, required to prepare various units for rollout of new software applications.
- **User Support (Rollout Management):** Responsible for supporting end users during two-week transition from paper-based manual processes, to fully automated software supported processes.

April 2001 through March 2004
Synergex International – Gold River, CA

Director, Product Management and Software Development

Principle Product Manager for VisualSmart™, the first OLAP Analytics / Datamart Solution deployed as a web-based, subscription service. This project had a budget of over \$1,000,000 and a staff of one hired in-house Java developer, one hired off-shore Microsoft developer, and two technology-partner Java developers. The project resulted in a successful rollout of a completely custom VisualSmart CRM Analytics solution that was developed and deployed within the Salesforce.com CRM Channel within 6 months – beating all other potentially competitive products to market.

- **Software Development Life Cycle:** Utilized a RAD (Rapid Application Development) methodology to quickly bring the product to market, ahead of anticipated competition, in just 6 months.
- **Business Development:** Played a key role in opening the salesforce.com CRM sales channel, including training of Salesforce.com staff, and presentations to Salesforce.com executives.
- **Product Marketing:** Played a key role in analyzing potentially “competitive” product vendors, and developing the product positioning, market strategy, and channel sales model for the VisualSmart product.
- **Product Management:** Played the role of principle product visionary responsible for defining, documenting and prototyping the required business functionality, and technical requirements, which resulted in the launching of the Internet’s first web-based / subscription modeled data mart and analytics solution.
- **Requirements Analysis / Documentation:** Primarily responsible for researching competitive product offerings, and documenting both Business and Technical requirements.
- **Project Planning:** Primarily responsible for creating and managing the Software Development Project Plan (Microsoft Project).
- **Project Management:** managed a team of in-house, off-shore and partner development resources to bring to market the VisualSmart product, in less than 6 months.
- **Sales Support and Customer Interaction:** primarily responsible for defining, prototyping, demonstrating, and implementing analytics solutions for companies such as WYSE, Autodesk, Netscreen Technologies, RocketLogix and Ascentis Corporation, which subscribed to the VisualSmart service.
- **Keynote Speaker:** served as a speaker at the company’s 2002 Partners Conference in Sacramento, at various company-sponsored CRM Seminars, and as a speaker / trainer for various sales forces within partner channels.

January 1998 through February 2001

Autovia Corporation – Sacramento, CA

Co-Founder and Director, Information Services

Co-Founded the company with five other peers, successfully raising \$35 Million in private venture funding to develop a “first of its kind” integrated supply chain automation solution for automating wholesale auto parts purchases and distribution via a custom online electronic catalog, and real-time integration with distributor inventory systems.

Managed a development staff of up to 12 persons, located in-house and off-shore (Romania) to successfully deploy the Corporate Website, Intranet, and Enterprise CRM Solution (Clarify) for Marketing, Sales and Support divisions. Successfully rescued a failed 3rd Party Implementation of Clarify by leading a team of internal and off-shore developers in redesigning and redeploying the failed partner-deployed solution.

- **Solution Architect:** Worked directly with CEO to conceptualize, prototype, and build the primary web-deployed prototypes, in support of business and technical requirements, for the first three versions of the product.
- **Patent Contributor:** One of only three persons named on the company’s patent application, as a significant contributor to the product’s intellectual property.
- **Manager, Information Services:** Responsible for requirements gathering, analysis, process design, software design, development and deployment of various business systems (corporate website - Clarify CRM marketing, sales and support automation system – corporate Intranet - and other operational systems). Managed a team of offshore and internal developers to meet corporate objectives, and provide training to the sales and support teams.

June 1996 through January 1998

ALLDATA Corporation – Elk Grove, CA

Sr. Project Coordinator (Consultant)

- **Sr. Project Coordinator:** led a team of company resources and consultants in developing a vertical “portal” for Auto Repair Technicians on the Internet, with the purpose of gathering repair diagnostic solutions by using threaded discussion groups and other community tools.
- **Consultant Advisor:** served as an independent consultant for the “Customer Information Center” (CIC) project, which was a Data warehouse of Customer Information, integrated from disparate data sources.

January 1990 through June 1997

IneedAvacation.com – Stockton, CA

Senior Web Solutions Architect

- **Architect:** architected, developed and deployed the company’s custom Travel Agency Management System (TAMS) that included accounting, sales, commissions tracking, ticket inventory control, and ARC reporting.
- **Development:** architected, developed and deployed the company’s initial website. Converted the company’s traditional brick and mortar operation to an Internet-based business resulting in sales increases in excess of over 1500% in less than 18 months.

January 1984 through December 1989

Cesena Distributing Company – Stockton, CA

Sr. Software Developer

- **Development:** architect, developed and deployed the company’s custom accounting system for management of sales, purchase order tracking, A/R, A/P, cash flow management and forecasting, and corporate reporting.