

JOSEPH FITZGERALD

Mr. Fitzgerald is a technology professional with thirteen years of experience in a variety of industries including Financial Services, Insurance, and Healthcare. Mr. Fitzgerald has developed back-end systems and front-end user interfaces using most major languages. Mr. Fitzgerald has successfully demonstrated his ability to lead projects throughout the full software development lifecycle, leading requirements sessions, documenting requirements, designing using UML standards, coordinating a testing team, and offering ongoing support. Mr. Fitzgerald has consistently delivered software on time and under budget for his clients. As a founder of several successful companies, Mr. Fitzgerald has proven his ability to lead, grow, and manage a variety of departments of a company.

Most recently, Mr. Fitzgerald has entered the iPhone development space, creating and publishing two iPhone Applications on the iTunes AppStore. Baby Log and Hot Box have sold over 7000 copies in the first 8 weeks. Baby Log has received excellent reviews and maintains a 4-star rating.

In 1995 Mr. Fitzgerald was employed as a software developer at www.Economy.com (formerly RFA) for two years. Then, Mr. Fitzgerald was employed as a software developer/consultant by American Management Systems (now CGI) for five years. He left AMS with six other consultants to found Avenity Inc. where he managed projects, developed software, and consulted clients for five years. In May 2008 Mr. Fitzgerald left Avenity to found Platinum Coded LLC www.platinumcoded.com.

Mr. Fitzgerald has also founded, grew, and sold his share of Fitness Giant LLC, an online fitness equipment retail store www.fitnessgiant.com.

EMPLOYMENT HISTORY

Platinum Coded LLC, Founder and President	May 2008-Present
Avenity, Inc., Founder and Technical Architect	June 2003-May 2008
American Management Systems, Consultant	May 1998-May 2003
Regional Financial Associates, IT Analyst	Aug 1995-June 1997

EDUCATION

Duke University, M.S. Computer Science	1998
Princeton University, A.B. Economics	1995

CLIENTS AND PROJECTS (IN REVERSE CHRONOLOGICAL ORDER)

Platinum Coded[Hot Box](#)

Building on the success of Baby Log for iPhone, Mr. Fitzgerald wrote a puzzle game in the genre of sudoku. Hot Box uses more of the graphics, animation, and touch interface available on the iPhone and iPod touch. The game required a desktop java utility to generate puzzles, which are stored in a sqlite3 database and packaged with the game. Hot Box and Hot Box Lite are for sale on iTunes.

Platinum Coded[Baby Log](#)

To gain familiarity with the iPhone SDK and test the waters with the Apple iTunes App Store, Mr. Fitzgerald learned Objective-C and developed Baby Log, an application that allows new parents to keep track of their baby's diapers, feedings, naps, and other events. Mr. Fitzgerald used the Apple development environment including Xcode, Interface Builder, and Instruments to develop and fine-tune Baby Log. The application has received an average of 4-stars by reviewers and has exceeded sales expectations.

Towers Perrin[SPM](#)

Towers Perrin is a leading human resources consulting and outsourcing firm. Survey Process Modernization (SPM) is a custom system that enables Towers Perrin to sell their surveys and services online. The system supports the complete pipeline of a sale from posting a product to the online catalog, through online purchasing, fulfillment, and invoicing. The system is used worldwide and is the sole means by which all product sales are relayed to the oracle financials system. The Java Web Application runs on BEA Weblogic and uses an Oracle database server. The system includes custom Windows services written in Java to support asynchronous processing. Leading a team of 6 developers and testers, Mr. Fitzgerald was the Project Manager and Technical Architect. To comply with Java 1.4, Weblogic 8, J2EE 1.3 requirements Mr. Fitzgerald used an internally developed data access layer as well as an internally developed tag library. He designed custom data access code for both Oracle and SQL Server. He designed a discounts engine to handle 6 different types of discounts.

Towers Perrin[Disaster Recovery Plan](#)

To help prepare Towers Perrin in the event of a technical emergency, Mr. Fitzgerald wrote a disaster recovery plan for the 12 servers used by the Executive Compensation group. This effort involved documenting the hardware and software configuration, the steps necessary to reinstall all software, the backup schedule, the steps necessary to restore from a backup and a dependency chart to aid the order of operations. This disaster recovery document was used by Towers Perrin in a drill to simulate a recovery.

Towers Perrin

*Compensation
Administration
Solution*

In support of its Compensation Administration Solution (CAS) business offering, Towers Perrin implemented an Oracle based system with both client/server and web-based components, designed for use internally at Towers Perrin, and externally by their client base. The CAS offering will support extensive market-based data analysis and reporting on compensation data for clients worldwide. Towers Perrin estimates the launch of this business offering will generate significant revenue growth across its compensation consulting lines of business. The client-server components of the application are built in Visual Basic and Visual C++, and the web-components are built using J2EE patterns running in a BEA WebLogic server. Mr. Fitzgerald was a lead developer on every major piece of this system.

H&R Block

Echo

H&R Block used FileNet's P8 software offering to help support their tax-return processing business. The system provided a flexible workflow and imaging environment that electronically organized the flow of tasks through the business process. By providing an isolated process definition, the system enabled managers to continue to innovate by evolving their business process cheaply and efficiently. The system was built in a J2EE environment using BEA WebLogic coupled with FileNet's P8 Process Engine to manage workflow and Content Engine to manage tax documents. Mr. Fitzgerald was a senior developer on this 6-week prototype.

Wells Fargo

Continuum

In partnership with ZANTAZ, Avenity was contracted by Wells Fargo Business Banking Services to assist in the design and prototype development of Continuum, a BPM workflow project. The BPM system was based on the FileNet P8 workflow platform as a J2EE Web application and utilized ILOG JRules and an Oracle database. The system was intended to support thousands of bankers, administrative staff, and banking operations personnel throughout the U.S. to process loans across the entire Wells Fargo business banking portfolio. Mr. Fitzgerald co-authored requirements documents detailing the Business Loan processes for Loan Origination, Collateral, Booking, Funding, and other proprietary workflows.

Wells Fargo

SeeMore

Wells Fargo implemented an integrated workflow and imaging application in support of its small-business lending business. The application supported the orderly processing of loan requests during the underwriting process through the booking and funding of the loans. The application was built on Microsoft web servers in ASP and .NET, utilizing a SQL Server database environment and a FileNet Image Services platform for TIFF image management. As a lead developer,

Mr. Fitzgerald performed several iterations of updates to this pre-existing system.

Fannie Mae

Mortgage Processing System

A major secondary mortgage provider undertook a three hundred million dollar systems upgrade project. The goal of the upgrade was to develop a technical infrastructure that readily responds to customer product innovations. The new infrastructure is comprised of three separate systems, mortgage acquisitions, mortgage servicing, and mortgage securitization. The new technical environment uses J2EE, Oracle9i, BEA WebLogic and Ab Initio for ETL. During the requirements phase Mr. Fitzgerald worked with client subject matter experts as well as external contractors to produce a requirements document for a Transaction Exchange Processor, a gateway to abstract file formats and transports for incoming and outgoing bulk data. During the design phase of the project, Mr. Fitzgerald collaborated with members of the requirements team to develop OO-UML design artifacts such as Use Cases, Use Case Diagrams, Sequence Diagrams, and Class Models, using Togethersoft Control Center. In addition to designing a J2EE notification system and an Ab Initio extract-transform-load processes, Mr. Fitzgerald prototyped the initial version. Mr. Fitzgerald became proficient with the Ab Initio tool and authored a custom component, a multithreaded Java application, to write Ab Initio records to a JMS queue on the WebLogic application server. Mr. Fitzgerald presented his prototype work to senior client members. Additionally, Mr. Fitzgerald played the role of Configuration Manager, using Rational ClearCase configuration management software.

AMS Internal Development

Wireless Initiative

As part of a new technology initiative, the Systems Integration group within AMS began a program to gain competency in select cutting edge areas of software development. This initiative focused on wireless technologies. For this effort, Mr. Fitzgerald conceptualized and developed sample applications to gain familiarity with new 3rd party tools. Applications that Mr. Fitzgerald coded include a PalmOS offline oracle query tool with a corresponding conduit to execute the queries during HotSync, as well as a Siebel Wireless application for insurance agents to access claims over a WAP enabled device.

AMS Healthcare

Merlin, Sovera for HIM

The AMS healthcare group employed the help of Mr. Fitzgerald to port and enhance their RecordLink FileNet WorkFloScript application, creating an ActiveX application written with Microsoft Visual C++. Mr. Fitzgerald joined the project during the testing phase, and worked with Healthcare testers to solidify the code and prepare the software for release.

Proponics*FileNet over Citrix*

Proponics had a large power builder application that they were deploying using Citrix for terminal emulation. FileNet has limitations on multiple simultaneous users from the same computer, an obstacle for success of this software. Mr. Fitzgerald wrote an NT service that would span multiple NT user sessions and successfully manage multiple concurrent users, circumventing the obstacle.

Major U.S. Professional Sports League*Scheduling System*

After completing enhancements of this professional sports league's existing scheduling system, Mr. Fitzgerald contributed to the proposal of a new system by meeting with senior personnel to gather requirements. Once AMS was awarded the project, he designed the SQL Server database using PowerDesigner and served as the DBA. Throughout development, Mr. Fitzgerald focused on the C++ objects that represented the rules for scheduling games. For some objects, this required serializing data using the Microsoft XML parser.

Major U.S. Professional Sports League*Scheduling Update*

AMS built a scheduling system for this professional sports league approximately ten years prior to this project. For this project Mr. Fitzgerald modified the system to comply with new requirements. This new flexibility allowed the user to dynamically schedule byes as well as prune some undesirable schedules. This involved coding in C++ using the Borland compiler.

Providian Financial*Underwriting*

The Underwriting system was the next stage in the pipeline for Providian Financial after the Bureaus project. This custom system applies rules to determine the amount of financial credit to extend a customer. Mr. Fitzgerald wrote the detailed design and built the windows interface portion of the project. This VB interface allowed representatives to perform reconsiderations, QA, and Test Center functionality. The application uses ADO to connect with an Oracle database, and IBM MQ Series to message with the UNIX back-end.

Providian Financial*Bureaus*

The Bureaus system determines which credit card applications are accepted by applying a set of rules to credit history information. This project is the first for Providian to use the Toolkit, a previous project that Mr. Fitzgerald developed. For this project Mr. Fitzgerald wrote an object in VB to store and marshal credit bureau information. Additionally, he wrote a UNIX service to interact with the Oracle database and write batch files of credit bureau data.

Providian Financial*Developer Toolkit*

The Unsecured Spread Business (USB) developer Toolkit is intended to create a common method of performing non-business (i.e., system

level) tasks within newly developed applications. The Toolkit was conceived specifically to enable application developers to concentrate more time and effort on the business applications and provide functionality to aid in the transition to a new architecture.

Mr. Fitzgerald authored the Messaging objects in the toolkit. The messaging piece provides a layer of abstraction for storing and transmitting data across multiple protocols. The code was written in ANSI C++, and compiled on Windows and several derivatives of UNIX. The toolkit was delivered as a set of libraries, DLLs, and COM objects.

Providian Financial*6-Month and 2-Year Plan*

To accommodate Providian Financial's rapid growth, AMS developed a six-month and two-year plan. Mr. Fitzgerald assisted with the JAD session focusing on identifying potential technical bottlenecks. In preparation for the JAD, Mr. Fitzgerald assisted with interviews of key Providian employees.

GE Capital,**First Colony Life***FileNet Outsourcing*

A second phase of GE Capital's project in Lynchburg involved routing documents, transferring them to foreign outsourcing resources, and reconciling the transfer. Mr. Fitzgerald authored the Reconcile and Transfer portions of the project using FileNet's Workflow Application Language interface.

GE Capital,**First Colony Life***FileNet and PegaSystems
Integration*

At GEFA's Fixed Annuities Service Center, Mr. Fitzgerald successfully integrated FileNet Image Management System with PegaSystems Workflow engine. He developed C code on HP-UX to establish an interface to perform database functions from an external application. During this implementation he was one of the first members of the Technology Solutions Group to work with PegaSystems and FileNet Panagon IDM.

TECHNICAL PROFICIENCIES

Languages

Sun Certified Developer J2SE 5.0, C++, C, VB, .NET, Objective-C

Database

Oracle, SQLServer, MySQL, PostgreSQL, PowerDesigner, SQL-Plus, Toad, Ab Initio.

On many of his projects, Mr. Fitzgerald has served in the DBA role. He received training and became proficient with Ab Initio, an ETL tool, and authored custom multi-threaded components. Several of the systems to which Mr. Fitzgerald contributed were replacing legacy systems, and Mr. Fitzgerald helped define the data sources, and either migrate or integrate with the legacy data. Mr. Fitzgerald has experience working with fixed width, delimited, and XML files and has written many parsers.

Internet

Tomcat, Apache, WebLogic, IIS, XHTML, JSP, ASP, AJAX, Web Services, Sharepoint.

Frameworks

Spring, Struts, Hibernate.

Networking

Socket programming, SOAP, Web Services, MQ Series, JMS.

Operating Systems

Equally comfortable in Unix/Linux, Windows, OSX.

Mobile

iPhone Developer Program, former Palm Developer Program