

# Thomas Hoff

Director of Technology/Application-Architect

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## Summary of Qualifications

- 10+ Years of Managing Technical Teams Across a Diverse Set of Technology Platforms.
- Held key positions in Architecture Design and Software Development Lifecycle, as a "Player/Coach."
- Current Team Consists of 9 Developers and Designers, Building and Evolving Web-based Java and MS.Net Applications, while Executing Multiple Concurrent Projects.
- Managed Profit & Loss Responsibility for \$1.5 million Division of Vertis, Inc.
- Deployed 10 Web-to-Print Solutions over the past 4 Years, Developing / Integrating Extensive Content Management and Variable Page Composition Technologies.

## Technology Experience

**Languages** - Visual Basic (6.0 and .Net), Visual Basic for Applications, ASP (6.0 and .Net), VBScript, Java, JavaScript, HTML, Centura (Gupta) SQL Windows, SQL (MS SQL, DB2/UDB, Oracle, Access), COBOL, JCL, Rexx, EXEC2, Assembler, Shell Script, FTP, Regular Expressions, Lingo.

**Databases** - MS SQL 2000, UDB/DB2 (MVS & UNIX), Oracle 7.0, MS Access.

**Applications** - Excel, Word, Access, PowerPoint, Visio, MS Project, Lotus Notes, MS Internet Explorer, Netscape Navigator, Visual Source Safe, Pageflex, GMC Print Net T, XMPie, MS SQL Reporting Services, Gupta Team Windows (aka Centura Team Developer), MS Exchange/Outlook, Microfocus COBOL Workbench, Attachmate Extra, Rumba for Mainframe, Rumba Database Access, PVCS, Telnet, Trilogy Multi-Channel Commerce (aka Selling Chain), SQA Manager.

**Mainframe Utilities** - TSO/ISPF, CMS, Xedit, Fileaid, PKZip for MVS, Changeman, QMF, Xpediter, FTP

## Professional Experience

**11/2003 – Present**                      **Vertis Inc.**    **Edison, NJ**

### Director of Product Development

- Led the Conception, Design and Development of two application architectures:
  1. Generic Fulfillment Framework (GFF) for Strategic, Highly Custom Deployments;
  2. Entry Level Framework (ELF) for Tactical, Rapid Deployment.
- Deployed to Ultimate Electronics, Tyson Foods, Harrah's Entertainment, Harrah's National Casino Marketing, and La-Z-Boy Furniture Galleries.
- Oversaw all aspects of the technology team in New Jersey, including management of a \$1.5 million P&L. Relocated entire production staff to new office space in Edison, NJ, and managed location selection, office layout, networking / telecom and subcontractors with minimal disruption of work.

**10/2001 – 11/2003**                      **VersaTech Consulting**    **Woodbridge, NJ**

### Director of Technology

- Led a team of developers and designers to build several web based applications.
- Focused on content management and workflow for making customizable sales and marketing materials available to a distributed sales force.
- Responsibility for application server environments including Source Control, Development, Test/Staging and High-up-time Production.
- Notable clients include: Medco Health, BMW Group, GM Card, Relizon, Century Wells Fargo, DFW Capital, Toppan Printing America
- Primary Roles: Technology Director/Application Architect Developer/Database Administrator/Data Modeler/Web Master
- Secondary Roles: Quality Assurance Manager/Network Engineer/Desktop Support

**10/2000 – 09/2001      Ascertain Solutions      Hackensack, NJ**

**Director of Technology**

- Designed and developed “CD/web hybrid” and “web-based” computer based training (CBT) application architecture along with the associated back-end learning management system (LMS).
- Primary Roles: System Architect/Application Developer/Database Administrator/Database Modeler/Web Master
- Secondary Roles: Quality Assurance Manager/Network Engineer/Desktop Support

**03/1987 - 10/2000      Prudential Insurance      Roseland, NJ**

**Lead Systems Architect 3/2000 - 10/2000**

- System Architect on Consolidated Compensation project.
- Utilized Trilogy Multi-Channel-Commerce object model backbone and compensation engine, Enterprise Loader and Extractors
- Java applications and servlets running on UNIX (Solaris), COBOL mainframe middleware programs.
- Became known as resident expert on IBM MQ Series and consulted with other business units regarding cross platform message queuing application design.
- Developed automated method for moving terabytes worth of archived reports from CD-jukebox based archive to Mainframe based system, preserving report meta-data. The solution utilized a combination of MS Excel, FTP and JCL.
- Consulted with Prudential Compliance Department on the design and implementation of a Microsoft Access database used to register and certify all customer communication documents.
- Consulted with Prudential Insurance Information Security Group to develop an application that updated their Access database that tracked network file share and security group ownership.

**Senior Systems Specialist 1996 - 2000**

- System Architect and Developer on Cross-platform, Cross-business-unit License and Registration system.
- Utilized a portion of the architecture designed for a previous project, providing the connectivity and Data/service abstraction needed for communication between Prudential Securities and Prudential Insurance.
- Allowed for a common Visual Basic front-end to make updates to Mainframe DB2 and IDMS databases in Prudential Insurance as well as VSAM files in Prudential Securities.
- System Architect on a large-scale HR database replacement project.
- Replaced mainframe based IDMS system with browser based intranet application.
- Designed and developed innovative middleware to allow web based application to utilize legacy mainframe routines using IBM MQSeries.
- Responsibilities included designing overall application architecture, working with team leaders and developers to implement, programming some key components and tools.
- Designed SQL generator that uses DB2 catalog to generate hundreds of SQL inserts/updates/deletes for Database using MS Access and DAO. Also created a SQL ActiveX control to retrieve SQL file from web server using WinInet.dll or local network and merge program provided parameter values.
- Met with other divisions to ensure that the application was compliant with the intended direction of the enterprise, including general architecture, middleware/connectivity and security.

**Information Systems Analyst 1993 - 1996**

- Lead developer for MIS client/server application. (Manage.Ability)
- Centura (Gupta) SQL Windows client.
- ODBC via Wall Data's Rumba DRDA driver.
- Connectivity included LU6.2 direct to mainframe or TCP/IP to SNA Server to mainframe.
- DB2 database.
- Participated in ground-up design, development, implementation and support for client application.
- Over 1000 users in Prudential Field Offices across the U.S.
- Designed, programmed and implemented a multi-user Microsoft Access database application for program documentation to fulfill audit request. Learned MS Access, designed, coded and installed application and presented to approximately 50 users in one month.
- Co-project leader for large batch COBOL system for compensation and recognition of insurance agents (Mainrun). Responsibilities included technical analysis of project scope, training new programmers, problem resolution and secondary production support.

**Programming Analyst 1987 - 1993**

- Started at Prudential as entry-level programmer. Worked on COBOL batch and CICS applications, running on VSAM and QSAM files.

## Education

**1987 – Present**                      **On the Job Training**                      **New Jersey**

- Various 2-5 day training courses including CICS Command Level Programming; MQ Series Fundamentals and Programming; Visual Basic Programming; Trilogy Selling-Chain Architecture, Web Solutions and Fundamentals; Java Programming; Architecture for System Builders; Lotus Notes Development; Gupta SQL Windows Programming.
- Various 1-2 day Team Building, Project Management and Staff Management classes.

**1985 - 1987**                      **Chubb Institute**                      **Parsippany, NJ**

- 525 hour intensive training program which included: Problem Analysis; Program Design, Structure and Debugging; VSAM File Handling Techniques; Utilities; OS/VS JCL; TSO/ISPF

**1983 - 1985**                      **County College of Morris**                      **Randolph, NJ**

- Engineering curriculum, Computer Science courses

## Awards and Recognition

- Business Value Award for Technology Innovation.
- Special Recognition for the completion of the Prudential License and Recognition project.
- Quality Service Award for Support above and beyond expectations.
- 1994 Windows World finalist in Business Application category.