

## DAVID A. CRAIG, MBA

301-873-1555 / 240-245-4043 / dcraig@parrotbay-i.com

### SUMMARY OF QUALIFICATIONS

I am a **Senior Project Manager and Business Analyst** with over 14 years of technology experience in systems development in multiple industries. I am a results orientated manager experienced in leading people and projects in creating software, architecture and web-based technology solutions.

I have designed and created Web applications for such companies as [Amazon](#), Wyeth, Motorola, Sprint, Palm, United Way, NASCAR, HBO, Tweeter, Zales, Best Buy, AOL, Blackberry and Sears. My industry domain experience includes pharmaceuticals, telecommunications, financial services, e-commerce, consulting, mortgage, retail, non-profit and entertainment.

### SYNOPSIS OF EXPERIENCE

#### Senior Project Management Consultant

6/2006 – Present

##### Parrot Bay Interactive

###### ∞∞ **Medifast, Inc.**

- ◇ Performed duties as a **Senior Project Manager**
- ◇ Created Project Management Office, including PMO Workbook, policies, procedures, templates and forms
- ◇ Managed Project Manager and Business Analyst resources
- ◇ Managed development and installation for new companywide Point-of-Sale system
- ◇ Managed development of online training (e-Learning) system for physician training and certification

###### ∞∞ **Wyeth Pharmaceuticals**

- ◇ Performed duties as a **Technical Project Manager** and Sr. Business Analyst
- ◇ Created project plans, communications plans, risk assessments, etc.
- ◇ Facilitated requirements sessions, created documentation and designed application prototypes
- ◇ Created Business Process Definition and Detailed Functional design documents for projects.

###### ∞∞ **Inphonic Technology Solutions**

- ◇ Performed duties **managing Off-shore Projects**
- ◇ Managed vendor relationship executing budgeting, project planning and resource scheduling
- ◇ Managed projects and resources creating applications in ASP.Net using MS SQL Server
- ◇ Managed Development and QA teams, Project Managers and Business Systems Analysts

###### ∞∞ **Project Based Contracts**

- ◇ **Managed projects** developing and testing web-based applications and complete web sites
- ◇ Created requirements deliverables for DC.GOV redesign for District of Columbia Government
- ◇ Implemented Voice Recognition System for Greater Washington Mutual Housing Authority
- ◇ Managed requirements and design work on ecommerce site for custom golf accessories store
- ◇ Revised site and developed intranet for non-profit Alpha Kappa Alpha Sorority
- ◇ Developed database driven company intranet for employees of ACSG, Inc

#### Manager of Software Development

5/2005 – 5/2006

##### GSI Commerce

- ◇ Managed projects and resources creating e-commerce web sites in Java (BEA Web Logic) using Oracle 8i databases and XML / Soap integrations in large transaction based environment
- ◇ Managed development using Agile Methodology (SCRUM and Extreme Programming).
- ◇ End to end e-commerce solutions provider supporting over 70 web partners including Palm, Major League Baseball, HBO, Tweeter, Zales, etc.
- ◇ Functional manager to 20 engineers; led project teams of up to 12, on and off shore
- ◇ Managed employees and consultants in fast paced matrix setting with resource budgeting responsibility
- ◇ Developed and maintained company intranet enhancements
- ◇ Managed both onshore and off-shore teams, executing project planning and resource scheduling
- ◇ Implemented project estimation process reducing Level of Effort sizing by 75%
- ◇ Reengineered rapid development and application release process, reducing software defects by 50%
- ◇ Worked with clients gathering project requirements and developing specifications
- ◇ Created orientation and training program for new development resources.

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### Director of Software Development / PMO

3/2004 – 4/2005

#### United Way of Southeastern PA

- ◇ Directed applications development, quality assurance and vendor relationships
- ◇ Implemented project request process. Employing portfolio management as milestone in creating organization-wide Project Management Office
- ◇ Managed development of Business Intelligence system ('Strategy Tools for Analysis and Reporting' (STAR)). Implemented departmental data marts with web based reporting. Implemented dashboard based executive information system tools and methodology to support strategic planning and budgeting
- ◇ Implemented extranet for 100 core human services agencies. This will save in excess of \$750K when all 500 agencies are online. Improved data sharing and reduced turn-around time & cost
- ◇ Managed implementation of Customer Relationship Management project ("eCommunications") Managed setting of rules, tools and processes for organization's CRM activities with over 130,000 donors. Managed cross-functional team that saved estimated \$500K per year
- ◇ Directed Product Development of web applications for human services agencies customers
- ◇ Gathered requirements and created Business Process Definition documents for projects

### Manager Software Development

1/2000 – 10/2002

#### CDNOW Online / Bertlesmann

- ◇ Managed e-commerce software development
- ◇ Reorganized Rapid Application Development and improved project completion rate by 65%
- ◇ Managed all Holiday Season project development. Improved on time launch percentage from eighty one percent (81%) in 1999 to ninety eight percent (98%) in 2001
- ◇ Coordinated product development of new e-commerce products and customer service tools
- ◇ Reviewed business requirements documents and technical design specifications
- ◇ Directed cross functional application development project teams
- ◇ Executed project planning, resource scheduling and technical specification review.

### Senior Internet Projects Manager

5/1998 – 1/2000

#### Towers-Perrin

- ◇ Managed \$700K Practice Communities project that moved intellectual capital from legacy systems to web based Practice Workgroup Area. Managed through full PMI life cycle
- ◇ Managed \$2M Client Communities project that created HR/Benefits portal for clients
- ◇ Facilitated requirements gathering & JAD sessions and created Business Process Definition and Detailed Functional Design documents for all web and internet projects
- ◇ Managed Product Development of web applications for external clients

### Business Analyst / Webmaster

5/1996 – 5/1998

#### Advanta Corporation / Fleet Credit Cards

- ◇ Managed development, testing and maintenance of all company internet and intranet projects.
- ◇ Created web applications that integrated with PeopleSoft Financials and PeopleSoft HR Management.
- ◇ System administrator for both web and application servers.
- ◇ Created Business Process Definition and Detailed Functional Design documents for projects
- ◇ Developed technology solutions for operations and five (5) distinct interactive external web sites

### Programmer/Analyst - BURLINGTON COAT FACTORY

7/1994 – 6/1996

## EDUCATION

**Masters in Business Administration/Technology Management**, University of Phoenix  
Bachelor of Business Administration in Accounting, Temple University

## TECHNICAL SKILLS

Project Management, Program Management, Portfolio Management, Project Planning, Team Leadership, Customer Relationship Management, Software Development, E-Commerce, Requirements Facilitation, Business Process Definitions, Detailed Functional Designs, Relationship Development, Internet, Intranet, Extranet, Business Intelligence

## SOFTWARE

MS Project, Systemcorp PMOffice, IBM Rational Portfolio Manager, Axosoft Ontime 2008, Test Track Pro, Remedy Service Desk, HP's Quality Center, MS Office, Macromedia Dreamweaver, MS Sharepoint, ASP, ASP.NET, J2EE, Perl, Oracle, MS SQL Server, MySQL, UNIX, Windows