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36 yr, French, married - 1 child, permanent resident Australia



Summary

Web Strategy & Technology Consultant

- Web technology consulting and project management for e-businesses, with more than 8 years experience
- Gained a reputation as an energetic, hands-on leader, customer-focused and sharp on technology matters
- Proficient OO architect, Agile development and User Centric Design practitioner
- Expert in large scale , international, web architecture and related platforms
- Backed by a PhD and 4+yrs practice in aerodynamics and mechanical engineering, excels in the conception of complex high-tech architecture, shaped to suit business needs from a wide spectrum of industries, ranging from space agencies (NASA, ESA), car industry leaders to e-commerce pure-players such as Amazon
- Co-founder of Theandb Ltd (<http://theandb.biz>), seeks to contribute her skills in the elaboration of innovative humane technologies and to share intelligently her global network of experts.

More about me, including endorsements, can be found on [Linkedin.com/in/agnesp](https://www.linkedin.com/in/agnesp)

Work Experience | Web technology, e-business, e-commerce

11/2005 - 01/2006 [RueDuCommerce.com](http://www.rueducommerce.com), independant consultant, Theandb Ltd.

e-commerce, internationalization, localization, audit, project management, mindmap, weblog, blog, web architecture, cold fusion

RueDuCommerce, french e-commerce leader for consumer electronics, computer and telecommunication products, asked Theandb Ltd. to get them started on their internationalisation strategy (expansion to Spain, Italy and Portugal) Commercial proposal for 2 months of consulting. Execution 50% on site, 50% remote.

Main achievements: **their Spanish site launched in July 2006: [avenidadelcomercio](http://www.avenidadelcomercio.com)**

- **Audit:** 360° review of systems, activities and organization: information system (technical platform, tools and applications); content & catalog management; marketing; customer service; supply chain and delivery; accounting; fraud management.
Multiple interviews ("mindmaps" technic). First complete project definition and scoping for a roll out in Spain. Study of impact and risks.
- **Project management:**
Setup the project team. Proposed organisational change to handle multiple "locales" with a central team.
High level planning with sign-off of functional & business owners.
Project coordination/communication: weekly meeting and task planning with top management (CEO), launch and leader/animator of an internal weblog, central hub for project communication and documentation archive. Hand over to the project manager assigned at the end of my intervention
Ending my mission with a kick off meeting involving all key actors and managers for the Spanish launch of Rueducommerce.
- **Specifications:** first complete version of business requirements and technical specification, achieved with active collaboration of business owners and service managers. Fully documented and commented online on the weblog. Facilitate contract and follow-up with external, Spanish, based in Spain, e-business consultant to help gather "locale" specific requirements and information
- **Technical solution/architecture:** initial design and base concepts for the internationalisation (i18n) of the web site and catalog administration tools ("frontoffice") including establishment of the localisation workflow. Definition of the least-disturbing approach to internationalize the backoffice (highly sensitive, no redundant platform). Coaching of the technical team to sensitize them to internationalisation standards and technics and help them setup a working development platform and launch the first stages of an "internationalized" Frontend (multi-lingual application). Re-structure the databases and other website engines (search, xml generator, etc.).
Detail tasks estimation (man-days) to complete the technical roll out of the international website platform

Technologies involved :

- WebBlog software: [dotclear](http://www.dotclear.com). MS Excel (planning, tasks management). MS Powerpoint. [Mindmanager](http://www.mindmanager.com) for the mindmaps (audit)
- Cold Fusion, MS SQL Server, VB/Access, IIS
- X-HTML, XML, CSS, JS

04/2004 - 07/2005 **[Company confidential, top 5 pharmaceutical, e-business], independant consultant, Theandb Ltd.**

portal, web design, internationalization, localization, project management, planning, organization, business requirement, Statement of Work, SLA, outsourcing, user centered design, usability, AJAX, web architecture, Java, Tibco Portalbuilder, content aggregation,

Project management for an e-marketing program offered by one of the top 5 global pharmaceutical giant. Core application: web portal dedicated to a registered audience of medical professionals, a subscription-based service offered across the European-Middle-East and Africa region

Responsibilities:

- Project management in a multi-projects, multi-lingual, multi-national and multicultural context (Project size: from 5 to more than 60 days of development; in more than 25 countries and 18+ languages of the EMEA region).
- Daily coordination and follow-up with an offshore development team based in India
- Setup and follow-up of the SLA established with third parties
- Coordination/communication with in countries e-marketing representative across EMEA region
- Planning and resource management
- Preliminary analysis, business requirements gathering, writing of specifications, review of Statement of Works for new projects and initiatives
- Prototyping & testing; initial design, setup and tuning of portlets on a sandbox environment
- Coordination/communication and follow-up with third party vendors and content providers

Main accomplishments:

- **Full-fledge portal redesign:** the goal was to complete look and feel alignment with new brand style, optimize usability, and re-structure all the portal sites. I led the project team across the 27 countries, was the interface to the suppliers and part of the steering committee. User-centered design was applied in its full spectrum throughout each project phase. Interbrand and Tata Infotech were the two major suppliers to execute the business requirements. Launched in February 2006 (first wave), consecutive launches scheduled for throughout the year.
- Project management for the realization of a prototype using [Rich Internet Application or Ajax](#) set of technologies from [Backbase](#)
- Performance enhancement: investigation, analysis and metrics of portals current performance. Identification of bottle necks. Set-up of operations and projects to fix performance issues (involvement of technology partners' professional services, health check and fine-tuning campaign, implementation of HTTP compression, code optimization, etc.)
- Launch of a new brand with new source of content and new services. Gathered RFP for content suppliers (Reuters, CMG, etc.)
- Project manager for the setup and launch of mini-websites for special events (such as OlympicGames 2004 event)

Technology involved:

- [TIBCO PortalBuilder 4.5](#)
- Webtrends reporting
- Java, XML/XSLT, X-HTML/CSS, Javascript
- Collaboration platforms: [eRoom](#) and [eProject](#)

01/2004 - 07/2004 **[Martine Morel Conseil](#), independant consultant, Theandb Ltd.**

consulting, web strategy, coaching, training, plone, zope, CMS, project management, web development, web design, mindmap, wiki, user interface, python, programming

Web strategy consulting: creation of a new website and associated services (old version was composed of 4 static pages maintained "by hand" by the client) for a French, one-person company.

Martine Morel and her partners offer consulting, coaching services, and contribute to research, in the field of organization, change management and innovation

Responsibilities and main achievements:

- Pre-sales consulting: e-consulting, investigation, benchmarking of open-source solutions for a CMS
- Commercial proposal: realized in partnership with a [web designer](#) for the UI part
- Setup of contract, and follow the training, for a one week training with a [third party](#) specialist in ZOPE/plone
- Setup contract with end client
- Project management (PM/IS open-source: [dotproject](#) , collaboration platform based on a [wiki](#))
- Web design and content integration, development and /or configuration of specific modules in python (e-newsletter, group management, workflow, download area, moderated comments etc.)
- Setup of the development site on a free Plone platform hosted by [Objectis](#)
- Find an appropriate host (budget and platform wise) and setup the contract ([Iota](#))
- Migration into production
- Coaching, documentation, knowledge transfer (webmaster, gestion de contenu) to the final client, completed within more than 20 online sessions of 1 to 2 hours (Skype, netmeeting)

Technologies employed:

- [PYTHON](#), [ZOPE](#), [PLONE 2.0](#) (Content Management System)
- PM/IS: [dotproject](#)
- Collaboration platform based on a [Wiki](#) combined to a home-brewed Flash application

09/2003 - 12/2003 **[FIJ \(Formation Insertion Jeunes\)](#), independant consultant, trainer**

ASP, .net, training, educational, web developement, SQL database, MySQL, XML, IIS

Mission as an independant contractor. ASP, ASP.NET and IIS trainer as part of a 3 months education program proposed by FIJ, entitled "Internet Developer"

Responsibilities:

- Propose a program, prepare the courses and supporting material
- Give the training 3 times a week, 3h per session, to a public of unemployed young adults (13 persons)
- Design and prepare a final project in coordination with the other trainers
- Evaluate regularly how knowledge is being acquired with tests
- Participe to weekly general follow-up meetings

Main achievements:

- Regularly publishing of the content of the course online [on my website](#) for the students
- Design, hand-over and follow-up with practical exercices, mini-projects and the final project. Initiation to team work& project management (use of [dotproject](#))
- Design, reviewing, and grading of evaluation tests (multiple choices questionnaire, exercices, ...)
- Set up of the .NET framework, monitoring of a central IIS 5 web server

Technologies involved:

- ASP, JMAIL, .NET, IIS5
- XML, XSL, DOM
- ODBC/MySQL

01/2003 - 04/2003 [Photoways.com](#), technical project manager

IT, management, PHP, Python, digital photo, photo sharing, online photo service, photo album, photo printing, CRM, mass mailing, e-marketing, CVS, e-commerce, electronic payment, web development, hiring, planning, team leader, team building

IT manager, CTO assistant in charge, responsible of the CRM project (initial study, design phase, hiring, implementation). Team of 2 web developers, 2 designers, 2 backend programmers, 1 system administrator

Responsibilities:

- Participate to daily website and backend operations (update content and databases, change and maintain backend applications, fix errors and dysfunctions)
- Design and implement new features on the website, add functionalities (new statistics, metrics, database queries) to the intranet and backend applications
- Help organize projects, planning and resources accordingly
- Consult external software editors, study various technologies and platform for the CRM projects (hotline and call center systems, marketing and decision making applications)
- Organize and manage mass e-mailings (bounce mail management, setup mass mail server and applications, reports)
- Coordinate technical communication with outsourced resources (external hosting company, security experts)

Main achievements:

- Set up the versioning of website source code (CVS), organize development and daily publishing accordingly
- Complete a study for the CRM project: expression of needs from a functional and technical point of views, benchmarking, state of the art, evaluation of an in-house development, final recommendation
- Hiring of 1 senior developer for website and CRM development
- Re-factor mass-mail applications, coordinate workflow for each mailing (1 newsletter weekly sent to more than 100000 subscribers, several targeted mailings per months)
- Implement several new functionalities on the website such as order detail page in your account area, dynamic format recommendations for photos in the shopping cart, etc

Technologies involved:

- Python, SQL for backend applications
- PHP, Javascript, HTML, C shell, Apache Web server for frontend
- Oracle 8i (production database), MySQL (backend database)

01/2000 - 06/2002 [Amazon.com](#), Web production manager (FR/ CA)

IT, management, global launch, web conference, web architecture, online transaction, marketplace, partner program, e-marketing, e-commerce, web production, web development, project management, personalization, search, XML, wiki, CVS, unix, internationalization, localization, workflow, hiring, planning, web design, electronic payment, customer centric, team leader, team building

Website production manager for Amazon.fr and Amazon.ca based in Seattle USA (Oct 2001 - Jul 2002)

Website Production manager for Amazon.fr in France (Jan 2000 - Sept 2001). Manager of around 10 resources. Technical leadership, interface with other Amazon groups, interface with business owners for requirements gathering and launch of new features

Main achievements (Oct 2001 - Jul 2002):

- Hiring, structuring and training the web developement and QA team for the launch of Amazon.ca
- Launch of Amazon.ca
- Re-localize website production of Amazon.fr in Seattle: organize communication and procedures to continue remotely and seamlessly the web development and daily publishing on amazon.fr

Main achievements (Jan 2000 - Sept 2001):

- Launch of Amazon.fr
- Launch of FR Associates extranet platform
- Structuring of the website team
- Set-up long-term processes for stable operation and continuous development of the French website
- Keep up to date the website platform and the team skills, with the latest technologies evolving at a global level

05/1998 - 12/1999 Webnet-Picodata, e-business consultant & manager

intranet, extranet, IT, management, web architecture, consulting, e-business, application development, project management, hiring, planning, electronic payment, team building

Development of internet applications, intranet and e-business sites, project management. Manager and consultant for the Industry sector (6 persons) then for the E-business department (11 persons). Starting the e-business activities.

E-business department manager and prime consultant (Jul - Dec 1999)

Main achievements:

- Setup an internal watch group focused on e-commerce
- Proposal for re-designing France Telecom "Télécommerce" website. Télécommerce chose Webnet among 4 competitors to realize the project
- Consulting for FCGA (<http://www.fcga.fr>), conception of an e-commerce platform for the French SME affiliated to CGA centers (federated centers providing accounting services for small enterprises). Thanks to this study, government subsidized the project (1M FF)
- Project management, design and execution of an e-service website for chronopost to send real telegrams and postcards. Oracle 8 - ASP, SSL, Javascript, Perl (conversion HTML / postscript), FTP - IIS4 and Apache
- Design and implementation of an e-commerce platform for Publi-Trans customers. Opening of B to B services for Microsoft and SNCF. ORACLE - ASP, SSL, HTML, JavaScript - IIS4

Department Manager & Project Manager for the Industry Sector (Jan - Jun 1999)

Main achievements:

- Project management and development including: initial definition, writing of functional specifications, driving resources involved in the projects and client relation, technical development
- For Thomson: design and implementation of websites for affiliated TTE (<http://www.tte.thomson-csf.com/>) and UMS-GAAS. Perl, HTML, Netscape Enterprise Server
- For Defense ministry and exhibition Milipol (<http://www.milipol.com/>). Perl, HTML, Netscape Enterprise Server

Internet/Intranet Application Engineer & Project Manager (May - Dec 1998)

Main achievements:

- For France Telecom (see article <http://solutions.journaldunet.com/00mai/000524ft2.shtml>): co-responsible for design and implementation of an intranet application module to consult, manage and print accounting status. SQL Server, ASP, HTML, C
- For AXA (insurance): design of the intranet of the AXA seminary at Forges les Eaux (1998). Access, ASP, HTML, Macro MS Word, IIS4
- For Natexis (bank): design and implementation of the website for affiliated company Natexis Gestion. Access, ASP, HTML - IIS4
- Training Sodexho staff on how-to use Outlook-Exchange (> 20 persons trained) and Systra (> 100 persons trained)

Work Experience | Total Quality Management, Technical Writing

05/1996 - 10/1997 Freelance writer for a book about Total Quality Management practice in the French Industry sector

writing, quality assurance, total quality

Contracted by an expert, former director of the Quality Assurance department of Alcatel-Alsthom

Achievements:

- Collection of the writing material (interviews, conferences, trainings)
- Writing of the expert's discourse (from interviews and lectures)
- Publishing the expert 1st written essay (reviewed by peers)

05/1996 - 10/1997 Freelancer for a consulting cabinet (Martine Morel Conseil) providing training and consulting in Quality Assurance

writing, quality assurance, total quality

Missions included: surveys, customer satisfaction metrics, interviews.

Main achievement:

Design and writing of a user guide on a Management and Quality Method. This guide is distributed and used as a training support by the consultant (still now!)

Work Experience | Thermal model and simulation, engineering

01/1995 - 01/1996 Thermic Simulation Research (Engineering in thermal system), engineer and consultant

engineering, thermal, mechanical, aeronautics, space industry, car

Engineer and Project Manager, for the design and modeling of thermal systems

Project and business management (project quotes, clients relations, organization of physical experiments and thermal calculation, modeling and simulation, initial specifications and final results reports).

Training of client on how to use the delivered simulation models and software at completion.

Example of achievement:

- Project management and study and complete realization of the thermal model and simulation software of an electrical car traction chain (for Renault French automobile company)

12/1991 - 12/1994 SAFT GTA (Alcatel-Alsthom affiliate), thermal study engineer

Engineering, thermal, mechanical, aeronautics, space industry, car

Engineer responsible for the study and design of high-tech batteries thermal control systems. Engineering in multi-projects environment

Cooperation with USA based companies and teams (USABC Consortium project of a high temperature battery for electrical car)

International performances in the space industry (thermal simulation training session and engineering support for Alenia Spazio in Italy, for European Space Agency in Holland)

Examples of achievement:

- Qualification in thermic void of a battery designed for geo-stationary satellites (ARABSAT Aérospatiale, ARTEMIS Alesia Spazio, ...)
- Conference, performed in English, at the NASA Battery Workshop (1993, Huntsville, USA)

Education

11/1997 - 04/1998 Euromaster Telecom and Information Systems ([CITCOM](#), Groupe France Telecom Multimédia)

Professional Training provided by CITCOM, subsidiary of France Telecom, main telecom operator in France. Duration: 7 months (1200 hours) from Dec 1997 to June 1998

Fields of knowledge covered: Computer systems, telecommunication and network, management and conception of information systems (see attached program)

Related documents (scanned from original print):

- [Description](#) (in french) - [Program](#) (in french)- [Diploma](#)

09/1988 - 06/1991 ENSMA engineer (Ecole Nationale Supérieure de Mécanique et d'Aérotechnique)

3 years program, Graduated in 1991, speciality in aerodynamics, thermic, energetic

Last year in the Ecole Polytechnique of Montreal (Mechanical engineering department, aerodynamic and numerical simulation courses, master engineering project under the direction of professor Paraschivoiu) and McGill University (mechanical engineering department, Advanced Thermodynamics course by professor J.H.S. Lee) (Canada)

Related documents (scanned from original print):

- [ENSMA engineer diploma](#)
- [Final evaluation](#) on my Master Engineering Project from my project director at the Ecole Polytechnique (in french)

Skills | Technology

- Collaboration / project management platform: eProject , Documentum/eRoom, dotProject (opensource), and many different kind of [Wiki](#) systems (broadly used internally at amazon.com), messengers of all sort, Netmeeting, Webex, Groove for remote meeting and video conferencing
- OO and Business process analysis : UML (Poseidon) , use cases diagrams, affinity diagrams, mindmapping
- Frameworks: Microsoft .NET , python based [ZOPE](#) , J2EE , PHP/AJAX framework (Xajax,YUI)
- Portal and Content Management system: TIBCO PortalBuilder 4.5, [Plone 2.0](#) (Zope/python OpenSource), Drupal (PHP based OpenSource system)
- Operating System environment: Windows XP/ 2000/ NT/ 95/ 98, Unix, Linux, MACOS X
- Programming and web development technologies, languages: Python, C shell, HTML/XHTML, XML/XSLT, CSS, javascript, DOM, PHP4&5, SQL, Perl
- Data bases: SQL Server (6), Oracle (7 & 8), Access, MySQL
- Web Servers: IIS, Apache
- Miscellaneous: IDE (Eclipse), CVS, Allaire Homesite, Macromedia Dreamweaver, Microsoft Office suite, graphics (Photoshop)

Skills | Languages

- *French*: Native, mother tongue
- *English*: Fluent (1 year of work experience in USA, management of international team)

- *Spanish*: Scholar basics plus some practice thru several journeys in Spain and Latin America
- *German*: Level 1, basics plus some practice in Germany (6months) and at home (German husband)

[Theandb Pty. Ltd.](#), incorporated in 2004 in the UK and recently in Australia as a limited company. Theandb is currently active in the areas of e-commerce, marketplaces and web portals, including the integration of mobile services & applications. Theandb believes that great technology solutions are only a part of what is necessary to satisfy their clients and ensure complete success for the projects they engage in.

"To facilitate, enable and manage the flow of information for our clients in all their communication."

Consultants of compassion