# Martin Obert

**Project Management and Software Development**

## ▶ Personal Data

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| **Address** | Martin Obert<br>Sahara Blvd<br>Las Vegas, NV 89117 | Phone: +1 650-285-8482<br>Email: martinobert@gmail.com<br>Web: www.martinobert.com |

**Cross-cultural competence**
- Work experience in Germany, Belgium, UK and USA.
- Languages: English and German (fluent).

**Employable as**
- IT Management, IT Strategist, Enterprise Architect, IT Consultant, Content Management Specialist, Project Manager/Controller, Business/Technical Analyst and Software Developer in multiple programming languages

## ▶ Business Experience and achieved Goals

**SW System and Development**
(18 years experience)
- Development of mobile App cheerapp for **iOS** and **Android** (Native) – **cheerapp LLC**.
- Set up, developed and maintained **several online shop** and **blogging** platforms – **MO IT Solutions**.
- **Developed** online deal platform Biodeals.de – **Biodeals.de UG**.
- **Programmed** storage software to support **IT DirectNet LLC** international rollouts.
- **Designed** and **patented** a security ePayment solution – **S-Registration**.
- Development in **large scale** Java environment with EJB and JSP components – **Siemens Corp, Networks**.
- Development in all major **programming** languages in many different Hard- and Software environments.

**Project Management**
(14 years experience)
- Project Manager for **international development** team for mobile App, cheerapp in Macedonia – **cherapp LLC**.
- Project manager for online Ticketing enhancements – Walt Disney Corp.
- Project manager for **Instant Credit Application** – **Chase Manhattan Bank**.
- Project manager creating a "**project tracking**" and "milestone planning" tool to support business goals – **Siemens Corp, Networks**.
- Team Leader planning and developing a web based tool to manage **international rollouts** for Company products – **Siemens Corp, Networks**.
- **Managed an international** team located in Florida (USA), Germany and Austria for the development of a Middleware eBusiness platform to support multiple Back-End systems – **Siemens Corp, Networks**.

**Management & Business Development**
(11 years experience)
- **Founded** cheerapp LLC in USA to roll out mobile App – **cheerapp LCC**.
- Founded and **got investment** for StartUp in Germany to set up global team to support mobile App development and rollout – **MO IT-Solutions**.
- **Founded** and managing of eSales startup company in 2003 – **IT DirectNet LLC**.
- Managed **strategy** and development as interim CEO for **Gross Communications**.

**Strategic IT Planning**
(11 years experience)
- Setup of **development team** for mobile App, cheerapp in Macedonia – **cherapp LLC**.
- Planning merger of **IT infrastructure** between IT-Directnet and Borderlinx – **IT Directnet.**
- Part of development team for the enterprise architecture model of the global **Identity** and **Access** Management (I&AM) solution based on RBAC framework – **Siemens Corp, Networks**.
- Developed strategic plan for Siemens corporate **portal** solution with focus on the functional **architecture** of supporting services – **Siemens Corp, Networks**.
- Developed a **rollout strategy** for an international eCommerce solution – **Siemens SBS**.

**Business/Technical Analyst**
(8 years experience)
- Analyzing **global rollout** strategy for mobile App, cheerapp – **cherapp LLC**.
- Setting up business strategy for small businesses to enter **deals market** – **Biodeals.de**.
- Planning **business strategy** to develop IT architecture and IT framework to enable cross border international business – **IT DirectNet, LLC**.
- **Analyzing business goals** to help support IT planning and development for global eBusiness solution – **Siemens Corp, Networks**.
- Team Leader analyzing and creating processes from Business needs to Use and Test cases, **creating development guidelines** – **Siemens Corp, Networks**.

| **Online Marketing** (5 years experience) | • **SEO** and **SEM** marketing for large spare parts online shop – **IPC Computer**. |
| | • SEO optimization for online Wine shop – **Organic Wines**. |
| | • Social Media Marketing using Facebook and Twitter – **cheerapp LLC**. |
| | • Social Media Marketing using **Instagram** and **SnapChat** – **nabeauty**. |

## ▶ Employment History

| **MO IT Solutions** | 2016 – present<br>Las Vegas (USA)<br>Augsburg (Germany) | Position: CEO/Founder, Project Manager and Software Developer |
| | | • **Managed rollouts** of new online shops for small and medium businesses. |
| | | • Developed **encrypted database** to securely store sensible user data. |
| | | • Architected and developed multiple online shops using **HTML 5, CSS 3** and multiple JavaScript Frameworks. |
| | | • Helped small businesses to develop **SEO** and **SEM**, for electronics, wine and accessories stores. |

| **Cheerapp LLC** | 2014 – 2016<br>Las Vegas (USA) | Position: CEO/Founder, Project Manager and Software Developer |
| | | • **Planned, presented and developed mobile App**, cheerapp. |
| | | • Set up **international** management and development team. |
| | | • Set up rollout in different cities and countries. |
| | | • Developed **cloud based**, large scale Back End system using Java, MS SQL database and global AZURE environment. |
| | | • Development of **iOS** (Objective C) and **Android** (Java). |
| | | • Set up and developed **XMPP** server to interact with mobile App. |

| **IPC Computer** | 2012 – 2014<br>Seelbach (Germany) | Position: Project Manager, Software Developer |
| | | • Enhanced online shopping platform to **improve sales by 250%**. |
| | | • Managed and improved internal processes by developing new tools. |
| | | • Lead Projects to connect to different sales channels. |
| | | • Developed several add on stores, including US based sparepartworld.com. |

| **Biodeals.de** | 2010 – 2012<br>Augsburg (Germany) | Position: CIO, Software Developer |
| | | • **Architected** and developed Deals platform "biodeals.de" in **PHP/MySQL**. |
| | | • Enabled different, country specific **payment** options. |
| | | • Built Biodeals Marketplace providing **global** visibility to small merchants. |

| **IT DirectNet LLC** | 2003 – 2010<br>Altamonte Springs (USA)<br>Sunnyvale (USA) | Position: CEO/Owner |
| | | • **Programmed** and maintained eCommerce Website "gloobuy.com" for cross border e-commerce. |
| | | • Created **international** clearing accounts to receive and make payments. |
| | | • IT Consultant and Project Manager for Start-Ups and **Fortune 500** Companies. |

| **Borderlinx** | 2007 – 2010<br>Sunnyvale, Orlando (USA)<br>London (UK)<br>Brussels (BE) | Position: IT Integrator (Consultant) |
| | | • **Integrate** gloobuy.com category architecture into Borderlinx system. |
| | | • Connected gloobuy **International Checkout** (GCO) to Borderlinx Back-End. |
| | | • Enabled eBay Tool via **eBay API** on Borderlinx system. |

| **Chase Manhattan Bank** | 2006<br>Orlando (USA)<br>New York (USA) | Position: Project Manager (Consultant) |
| | | • **Technical Project Manager** for Instant Online Credit Application. |
| | | • Managing **cross country** development and testing team. |
| | | • **Organized** weekly meetings to involved outside Parties, such as Amazon.com. |

| **Walt Disney Corp.** | 2005<br>Orlando (USA) | Position: Project Manager (Consultant) |
| | | • **Technical Project Manager** for online Ticketing enhancements. |
| | | • Responsible for **user and ticket content**. |
| | | • Performed weekly meetings to **maximize** information flow to business, legal and Financial Institutions |

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| **Siemens Corp Networks (ICN)** | 2000 – 2003 Munich (Ger) Lake Mary (USA) | Position: Project Manager, Business Analyst, IT Strategy | | | |

- **Project Manager** for international development team.
- Analyzing, planning and managing team to **support business** for international product rollouts.
- Strategic IT consulting for **global** Access Management.
- IT Architect for **B2B** solutions.
- Java Developer in **EJB environment** to support global development team.

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| **Siemens Business Services (SBS)** | 1999 – 2000 Munich (Germany) | Position: Project Manager, Software Developer | | | |

- Project Manager for part of the development team to rollout global B2B eBusiness **shopping mall**.
- **Java** Developer for B2B eProcurement solution.
- **Perl** Developer for ePublishing system.

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| **Siemens Nixdorf** | 1998 – 1999 Augsburg (Germany) | Position: Software Developer | | | |

- **JavaScript** Developer for B2B shopping solution.
- **Building "Schnaepchenmarkt"** in HTML to sell unsold SNI hardware inside the Siemens Corporation worldwide.
- **Analyzing** business needs to support eBusiness.

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| **Gross Communications** | 1990 – 1996 Seelbach (Germany) | Position: Team Leader, Project Manager | | | |

- **Planning** and **executing** business strategy to support Internet Technology.
- Managing teams to create new communication and **information** networks.
- Supporting companies switching to up to date **communication** technology.

## ▶ Skills

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| **Project Planning** | MS Project (8 Yrs) | Rapid Development (4 Yrs) | Scrum (3 Yrs) | Agile Framework (3 Yrs) | TopInfoT |
| **IT Architect** | UML (3 Yrs) | RUP (3 Yrs) | Rational Rose (3 Yrs) | | |
| **Business Packages** | MS Office (20 Yrs) | SAP (5 Yrs) | BroadVision (2 Yrs) | Vignette (2 Yrs) | |
| **Development Languages** | PHP (13 Yrs) | Java (4 Yrs) JavaScript (10 Yrs) | C (1 Yrs) C++ (4 Yrs) Objective C (2 Yrs) | Python (2 Yrs) | Perl/Cobol… |
| **Development Environments (IDE)** | Visual Studio (8 Yrs) | XCode (2 Yrs) | Android SDK (2 Yrs) | Eclipse (2 Yrs) | Text Editors (Ultra Edit…) |
| **Web Skills** | HTML 5 (3 Yrs) XHTML (15 Yrs) | JavaScript (10 Yrs) CSS 3 (10 Yrs) | XML (5 Yrs) XSL (5 Yrs) DTD (5 Yrs) | EJB (2 Yrs) JSP's (2 Yrs) | API's/Jason |
| **Software Packages/ Frameworks** | OSCommerce (12 Yrs) Magento (8 Yrs) XT Commerce (4 Yrs) WooCommerce (2 Yrs) Shopify (1 Yr) Gambio (1 Yr) | WordPress (8 Yrs) Bootstrap (2 Yrs) Django (1 Yr) | Websphere Commerce Suite (2 Yrs) | Websphere Application Developer (2 Yrs) | JQuery AngularJS Less JS |
| **Database Skills** | MySQL (15 Yrs) | MS SQL (10 Yrs) | ORACLE (2 Yrs) | DB2 (2 Yrs) | MS ACCESS |

| Operating Systems | Windows 8/8.1/10 (All Windows 25+ Yrs) | Windows NT/2000/XP/7 | Mobile iOS (8 Yrs) Android (7 Yrs) | Apple OS (5 Yrs) | UNIX (3 Yrs) LINUX (8 Yrs) |
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| Server Admin | Apache (10 Yrs) | IIS (4 Yrs) | Tomcat (1 Yr) | DNS management | SSL setup |

## ▶ Education and Training

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| **PMP® certification & Training** | Training for the Project Management Professional certification delivered by the Project Management Institute (PMI®), the leading international professional organization for project management (USA). <br> • Project Management, Leadership and Communication. <br> • Managing Projects in Organizations. <br><br> <u>PMP Certification will be finished in the first half of 2018</u> |
| **PM@Siemens certification** | Project management training and practice based on the Chestra framework. Certified *PM@Siemens* Project Manager by Siemens Business Services (Germany). |
| **Business Manager** | Managing Business Processes to dynamically show content through web enabled publishing systems, Siemens/Ploenzke (Germany). |
| **Java Developer** | Java Development Training for Applets, Network Communication and Multithreading, Siemens (Germany). |
| **Application Developer** | Broadvision Application Developer, including server and client side JavaScript, using One-To-One components, Siemens/Ploenzke (Germany). |
| **Certified Internet Engineer** | Extensive knowledge in Internet Technology Networking such as HTTP, TCP/IP, FTP and Web Server (Germany). |
| **MSc** 1996-1998 | Master* in Computer Science, major in Information Technology / COMDA Academy Augsburg (Germany). |
| **BSc** 1986-1990 | Bachelor* in Telecommunications, major in Information Technology / Deutsche Telekom (Germany). |
| | *Bachelor and Master degrees have not been issued in Germany before 2002. My degrees are called differently but are of similar quality. |

## ▶ Personal achievements

- Running a **200 mile** Ragnar relay race over a time span of 36 hours through Las Vegas in 2015.

- Running several half Marathon races in Germany.

- Riding 160 Miles on a bicycle around Lake Constance in Germany and Switzerland.

- Applied and received multiple **USA Visas** due to job creation and special skills.

- **Designed** and **patent pending** a mobile advertisement platform.

- **Designed** and **patent pending** a solution, that mobile phone users will not crash into obstacles.

- **Designed** and **patented** a secure ePayment solution – S-Registration.

- Development in all major **programming** and Web languages (PHP, HTML 5, CSS 3, JavaScript, Java, C++) in and for many different Hard- and Software environments (MS, LINUX, UNIX, OS X, iOS, Android) as well as Databases in MySQL and SQL in **cloud based environments**.