

► Personal Data

Address Martin Obert Phone: +1 650-285-8482
Las Vegas, NV 89117 Email: martinobert@gmail.com
Web: www.martinobert.com

Cross-cultural competence

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

Core Competencies

- Project Manager/Controller, IT Management, Budget Planning & Cost Control, Process Improvement, IT Strategist, Enterprise Architect, Business/Technical Analyst and Software Development in multiple programming languages

► About me

I am an exceptional, experienced and well educated cross cultural professional, exceeding in Project Management, IT Management and Software Development with a core entrepreneurial spirit. From building Start Up's with several investments to managing global, \$300 Million projects at Fortune 500 companies, my skillset enables me to understand and merge business and IT to one successful project.

► Business Experience and Employment History

Diamond Resorts
04/2018 – present
Las Vegas (USA)
Orlando (USA)

Position: Lead Application and Web Developer

Lead developer of a team to enhance business volume by enabling a Magento based Ticketing system as well as a Drupal based CMS system by building custom modules specifically used for a highly specialized business need.

- Designed and developed a booking system in Magento 3.x to enable sales of **Time based Disney World tickets.**
- **Designed** and build a Progressive WebApp according to Google's specification, based on the Magento framework using **HTML 5, REACT JS and CSS 3.**
- **Developed and enabled new functions in Drupal 7** for our Marketing department to sell Hotel Deals.
- **Integrated new Social Media tools** into the Drupal 7 Site to enable user interaction with our Marketing team.
- **Integrated Bootstrap into Drupal** to develop a new Mobile first site for our Deals program.

MO IT Solutions
08/2016 – 03/2018
Las Vegas (USA)
Augsburg (Germany)

Position: CEO/Founder (Company to facilitate Consultancy contracts)

Developed, managed and enhanced small business websites, building on WordPress, Magento and others, developing in PHP/MySQL, HTML 5, CSS 3 as well as Social Media marketing and SEO, SEM to drive more business.

- Developed tarp calculation tool in PHP/MySQL for GeKaHo in Germany to **increase business by 500%.**
- **SetUp** and managed WordPress site, using **HTML 5, CSS 3** for Fermentation company

WireWorks West in Berkeley, USA.

- **Managed and developed rollouts** of new online shops for small and medium businesses, such as Pure Wine Shop in Germany and NaBeauty in Las Vegas, USA.
- **Identified trends** in social media, technologies, and advertising to improve campaigns and give recommendations to clients.
- **Implemented strategy** and delivery of digital marketing campaigns for technology Start Up, financial marketing organizations and small business owners.

Cheerapp LLC

01/2014 – 08/2016

Las Vegas (USA)

Position: Entrepreneur, CEO/Founder, Project Manager and Software Developer

As Entrepreneur, CEO/Founder of cheerapp, “a real-time messaging app to facilitate contact, help, service and sales, anonymously, for smartphone users in close proximity”, I managed to get 2 rounds of financing, a development team set up in Macedonia and a successful rollout in Las Vegas with more than 50,000 users in 3 month.

- **Patented and Trademarked** design with the USPTO of mobile App, cheerapp.
- Set up **international** management team (Las Vegas, London, Brussels) and development team (Skopje in Macedonia, 8 people).
- **Planned and executed** managed rollouts in Augsburg, Germany and Las Vegas, USA.
- Designed and implemented **cloud based**, large scale Back End system using Java, MS SQL database and global AZURE environment, executing 1 Million messages per second.
- Managed development of native **iOS** (Objective C) and **Android** (Java).
- Set up and developed **XMPP** messaging server to interact with mobile App.
- **Campaign management** and optimization practices of Facebook, LinkedIn, Twitter, Pinterest, and Instagram as well as Facebook Ads and Google AdWords/PPC.
- **In talks with Google of a possible takeover**, however, did not materialize.

IPC Computer

01/2012 – 01/2014

Seelbach (Germany)

Position: Project Manager, Software Developer

During my time at IPC Computer, a Notebook spare parts seller, I was able to introduce many business enhancements to improve back office performance as well as online shop upgrades to boost customer sales by 250%, using the same amount of employees.

- Upgrade online shopping platform for better user experience to **improve sales by 250%**.
- Managed and improved internal business processes **reducing workload** by 150%.
- **Technical Project Manager** for teams of 3 people each, connecting to different sales channels via API using JSON and XML.
- Designed and developed **encrypted database** to securely store sensible user data.
- Managed, Rolled out and developed several **add on stores**, including US based sparepartworld.com.
- **Achieved marketing** and sales operational objectives by devising and presenting ideas and strategies to increase sales while monitoring performance.
- **Implemented businesses digital marketing** strategy which included increasing market visibility through social media marketing campaigns.

Biodeals.de

02/2010 – 01/2012

Augsburg (Germany)

Position: CIO, Software Developer

During the time when “Deal platforms” were in style, I was part of Biodeals as CIO to set up business strategies for small, organic stores and farms and enable them to be seen globally through our deals platform. Before we sold Biodelas to a competitor, we had 13,000 deals online.

- **Designed, architected** and developed Deals platform “biodeals.de” in **PHP/MySQL**.
- Connected and enabled different, country specific **payment** options, such as Credit Card processing, PayPal and Direct Bank transfers.
- Built Biodeals Marketplace providing **global** visibility to small merchants, such as organic stores and farms.
- **Generated and analyzed** daily, weekly, monthly, and yearly sales reports. Developed and implemented sales action plans to increase sales for our up to 200 merchants.
- **Reviewed** and carefully crafted responses to social media campaigns pertaining to customer service including Facebook, Twitter, Yelp, YouTube, Google +.

IT DirectNet LLC

03/2003 – 01/2010

Altamonte Springs
(USA)

Sunnyvale (USA)

Position: CEO/Owner (Company to facilitate Consultancy contracts)

After moving back to USA, I built a cross border shopping site, gloobuy.com, calculating shipping duties and taxes for 20,000 ebay and Amazon categories, selling more than 35,000 items from USA to Europe in just 3 years. In addition, I offered my extensive IT management knowledge to Fortune 500 companies.

- **Set Up global eCommerce** Start Up “gloobuy.com” in USA and sold it profitably to Borderlinx in 2007.
- Planned business strategy to develop **IT architecture** and **IT framework** to enable cross border international business.
- **Designed and programmed** eCommerce website “gloobuy.com” for cross border e-commerce, by downloading up to 20,000 categories from ebay and Amazon via API.
- **Matching the 20,000 categories** to customs Harmonized codes, duties and taxes for simplifying the checkout process while shopping abroad.
- Created **international** clearing accounts to receive and make payments globally in USA, Asia and Europe.
- Built “**International Checkout**” module to enable any US online store to sell globally. Even **Amazon was interested** in the technology.
- IT Consultant and Project Manager for Start-Ups and **Fortune 500** Companies.

Borderlinx

01/2007 – 01/2010

Sunnyvale, Orlando
(USA)

London (UK)

Brussels (BE)

Position: IT Integrator (Consultant via contract)

Once Borderlinx bought gloobuy.com in 2007, I was in charge of merging the 2 software platforms as well as managing multiple IT projects to integrate the International Checkout at online stores such as overstock.com, shoes.com and Ritz Camera.

- **Integrate** gloobuy.com category architecture of 20,000 categories into Borderlinx system by using PHP and Perl.
- Connected gloobuy **International Checkout** (GCO) to Borderlinx Back-End.
- Enabled eBay and Amazon Servlet Browser Tool via **API using XML** so users can directly calculate shipping, duties and taxes while using eBay and Amazon.
- Managed and setup many parallel **meetings and projects** with several US online stores to integrate the International Checkout into their systems.

Chase Manhattan Bank

01/2006 – 07/2006

Orlando (USA)

New York (USA)

Position: Project Manager (Consultant via contract for 6 month)

Due to my knowledge of online payment systems and previous job at Disney, I was able to manage a team to improve the security of the instant online credit card application process.

- **Technical Project Manager** for Instant Online Credit Card Application, used by companies such as Disney and Amazon.

- **Due to a security risk I found while working at Disney, Chase hired me to improve security, making sure that online cards are not used by 3rd parties.**
- Managed **cross country** development and testing team of 15 people, using video conferencing and in person meetings, making sure everybody is aware of this potential threat.
- **Organized** weekly meetings with involved outside parties, such as Amazon and Disney.

Walt Disney Corp.
04/2005 – 11/2005
Orlando (USA)

Position: Project Manager (Consultant via contract for 6 month)

During my time at Siemens, many of my team members from IBM went afterwards to different companies, such as Disney. I got hired because of a connection to manage 2 teams, one for the online ticketing system and "Fast Pass" as well as the Disney/Chase instant Credit Card team.

- **Technical Project Manager** for online Ticketing enhancements, managing a team of 8 people.
- Responsible for user and ticket content, **compiled and analyzed** data to create monthly reports to optimize current and future strategy.
- **Technical Project Manager** for Disney/Chase instant Credit Card integration into the Walt Disney World online ticket sales process as well as the Disney store online, managing a team of 6 people.
- Performed weekly meetings to **maximize** information flow to business, legal and Financial Institutions.

Siemens Corp
Networks (ICN)
07/2000 – 03/2003
Munich (Germany)
Lake Mary (USA)

Position: Project Manager, Business Analyst, IT Strategy

Siemens ICN had a dream of creating a unique online management system, were any owner of a Siemens phone network system worldwide, can manage, change or enhance their system via an online portal.

- **Project Manager** for international development team with over **100 team members**, many of whom are from external companies, such as IBM, BroadVision and more, located across the globe in Santa Monica, Orlando, Munich and Vienna with a budget of more than **\$300 Million!**
- Analyzing, planning and managing different, country specific rollout strategies, to **support business** for international product rollouts.
- Due to my unique, **Team centric management style** and knowledge of technical possibilities as well as business needs, I was able to manage this large team to build this global dream to go live and up to version 3.
- Part of the IT Architect team for this **B2B** solution to make sure the technical possibilities of each team member is taken into account to build a successful solution in time and in budget.
- Support global development team by contributing with my Java skills in **EJB environment** to make sure business rules are executed as planned.

Siemens Business
Services (SBS)
01/1999 – 06/2000
Munich (Germany)

Position: Project Manager, Software Developer

As being a global company with nearly 500,000 employees, Siemens wanted under the CEO Heinrich von Pierer, and with the Power of IBM, built an online shopping site, called "The Siemens Mall" to sell any product, small or big through a centralized online shopping system.

- I was a **Technical Project Manager** of a 5 people team in Munich as part of the global development team to rollout global B2B eBusiness shopping mall, "Siemens Mall".
- **Java Developer** for centralized B2B eProcurement solution to reduce cost and increase

profit when buying products and services on a competing, global scale.

- **Perl Developer** for an ePublishing system, built on the Netscape Publishing system, supporting a large database for legal services in Germany.

Siemens Nixdorf
01/1998 – 01/1999
Augsburg (Germany)

Position: Software Developer

Just finished my Internship while finalizing my Master Degree at Siemens Nixdorf, I was immediately hired due to the fact that I built a deal site running on the Siemens Intranet, selling computers that have been stuck in the automated warehouse due to order failures. The site generated 12 Million Deutsch Mark, about \$6 Million in just 6 month and emptied needed space for future products.

- **Built “Schnaepchenmarkt”, Deal site** in HTML to sell unsold Siemens Computers and hardware inside the Siemens Corporation worldwide.
- Managed small 2 person team to develop **SAP specific ABAP** solution to release products from the automated warehouse that have been ordered wrongfully and are stuck due to the connection to the previous customers order.
- Since this was the time when the Internet emerged into households, I was **analyzing business needs** to support eBusiness strategies for successful online shopping rollouts.
- **JavaScript Developer** for B2B shopping solution, enabling Siemens partners to buy products through an online portal.

Gross Communications
04/1990 – 04/1996
Seelbach (Germany)

Position: Team Leader, Project Manager

After my Bachelor in Communication majoring Information Technology, I started at Gross Communication, a small 5 people company from my home town to help companies exchanging their old phone systems to new, digital phone systems.

- Since digital ISDN technology was introduced in Germany just a year earlier, I was **Planning and executing** business strategies to support upcoming Internet Technology for small and medium businesses.
- **Managing teams of up to 5 people** to exchange old and create new communication and information networks for small, medium and large businesses or even cities with more than 20,000 phone lines.

► Skills

Project Planning	MS Project (8 Yrs)	Rapid Development (4 Yrs)	Scrum (3 Yrs)	Agile Framework (3 Yrs)	Atlassian (Jira) (2 Yrs)
Business Packages	MS Office (20 Yrs)	SAP (5 Yrs)	BroadVision (2 Yrs)	Google Docs (5 Yrs)	
Development Languages	PHP (16 Yrs)	Java (5 Yrs) JavaScript (10 Yrs)	C (1 Yrs) C++ (4 Yrs) Objective C (2 Yrs)	Python (2 Yrs)	Perl/Cobol...
Development Environments (IDE)	Visual Studio (10 Yrs)	XCode (2 Yrs)	Android SDK (2 Yrs)	Eclipse (2 Yrs)	Text Editors (Ultra Edit...) GIT
Web Skills	HTML 5 (6 Yrs) XHTML (15 Yrs)	JavaScript (13 Yrs) CSS 3 (13 Yrs)	XML (8 Yrs) XSL (8 Yrs)	EJB (2 Yrs) JSP's (2 Yrs)	API's/JSON

Software Packages/ Frameworks	OSCommerce (14 Yrs) Magento (10 Yrs) XT Commerce (4 Yrs) WooCommerce (3 Yrs) Shopify (1 Yr) Gambio (1 Yr)	WordPress (8 Yrs) Drupal (3 Yrs) Bootstrap (3 Yrs) Django (1 Yr)	Websphere Commerce Suite (2 Yrs)	Websphere Application Developer (2 Yrs)	JQuery AngularJS Less JS REACT JS
IT Architect	UML (3 Yrs)	RUP (3 Yrs)	Rational Rose (3 Yrs)		
Database Skills	MySQL (17 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 (8 Yrs)	UNIX (3 Yrs) LINUX (10 Yrs)

► Education and Certifications

PMP® certification & Training	<p>Training for the Project Management Professional certification delivered by the Project Management Institute (PMI®), the leading international professional organization for project management (USA).</p> <ul style="list-style-type: none"> • Project Management, Leadership and Communication. • Managing Projects in Organizations. <p><u>PMP Certification will be finished in the first half of 2018</u></p>
PM@Siemens certification	Project management training and practice based on the Chestra framework. Certified <i>PM@Siemens</i> 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).
MBA 1996-1998	Master* in Computer Science, major in Information Technology / COMDA Academy Augsburg (Germany).
BIT 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**.