Bill Zitomer

(508) 384-7192 | bill@zitomerconsulting.com | Wrentham, MA

Summary

Proven technology innovator with BSCS and 25 years experience leading software development projects. Proficient in C++ and object oriented design. Excellent communication skills and ability to translate business requirements into technical solutions.

Skills

Technologies: C++, C#, .NET, OOP, MSSQL, WINAPI, MFC, Agile, Kanban, Continuous Integration, JSON, XML, HTML, HTTP, Java, JavaScript, Android, Metro

Tools: Visual Studio, TFS, Microsoft Office (Word, Excel, Outlook, Publisher), MSSQL Server, Fiddler, Graphite, github, Subversion, WISE, Borland C++Builder, AVS Tools, Photoshop

Experience

NativeX / W3i - St. Cloud, MN   2004-2015
Team Lead / Senior Software Engineer / Consultant

InstallIQ: Leadership role creating flagship product, a highly successful advertising platform that generated large profits for the company and its many partners.

- Designed and built an automated process to display ads when applications are installed.
- Communicated directly with executives and managers to implement business requirements.
- Applied Agile Methodology to manage and mentor core team of engineers.
- Worked directly with technical teams to build supporting processes, including hourly tracking and reporting.
- Partnered with operations, account dev and marketing teams to manage client needs and measure performance 24//7.
- Lead overseas contractors assisting on various projects.
- Received company's highest award for innovation 2 years in a row.
- **Technologies:** Visual Studio, Visual C++, MFC, SQL Server, .NET, TFS, Unit Test, Agile/Scrum, XML, JSON.

FlipToast: Appointed to special team to create a social networking app for new Windows 8 Marketplace. Company partnered with Microsoft to create a showcase app for their new Metro platform. Project followed Metro's UI principles and highlighted key features such as contracts and live tiles. App launched successfully and generated revenue with in-app advertising.

- Researched Metro, JavaScript and social networking API's; applied knowledge to complete the project.
- Collaborated with team to create client and server apps.

- Incorporated feeds from social networking sites such as Facebook, Google and Twitter.
- **Technologies:** Visual Studio, C#, .NET, SQL Server, Eclipse, JavaScript, github, Unit Test, Agile, XML, JSON.

Mobile: Worked with technical and business teams to develop mobile advertising platform. This cutting edge technology connects advertisers with publishers, generating profits and increasing user acquisition.

- Made enhancements to internal and external facing apps, improving performance and reducing latency.
- Modified and created SQL Server tables and stored procedures to add features and improve data management.
- Modified and tested Android SDK to fix defects.
- **Technologies:** Visual Studio, Visual C++, .NET, SQL Server, Eclipse, Android, Java, JavaScript, Bamboo, Graphite, HAProxy, AWS, Unit Test, Kanban, CI, JSON.

Mediaweave / RI Soft Systems - Woonsocket, RI   1992-2004
Partner / VP / Senior Developer / Consultant

Joined forces with a colleague to grow this startup to over $1 million in sales. Created numerous software titles, popular web sites and highly effective advertising technologies. Produced marketing materials for many business clients. Responsible for product definition and development, team building and customer support.

Created award-winning products and technologies to increase productivity and sales:

- **Ad Wrapping,** a system for inserting advertisements into downloads, generating revenue for the company and partners. Included automated build process and daily reporting.
- **Ovation Studio Pro,** a development tool for creating multimedia apps. Created many of the company's own titles and sold as a retail product. Included a WYSIWIG editor, scriptable objects and animation tool. Handled large scale projects with hundreds of screens. Won the Shareware Industry Award for Best Application in 1999.
- **Image Carousel,** a Windows application for creating personalized screensavers and desktop slideshows. Produced many of our own titles and sold as a retail product.
- **Technologies:** Borland C++ Builder, Borland C, Code Warrior, Assembler, Macromedia Flash, Dreamweaver, Photoshop, Enterprise Manager, Wise Installation Tools, Camtasia, CoolEdit, Paint Shop Pro

CVS/Pharmacy - Woonsocket, RI   1989–1994
Programmer / Systems Analyst

Selected for special team to create a state-of-the-art satellite communication system, connecting the main office with retail stores. Created fault-tolerant, multi-threaded applications in C running on Stratus/VOS. Wrote client software in C and assembler running on MS-DOS. Project was a huge success, automating insurance claim and credit card processing for all CVS stores and then rolling out to other businesses held by the parent company.

Technologies: Borland C, Assembler, Stratus, VOS, VOS C, Windows 3.1.

Education

Syracuse University - Syracuse, NY   1984-1989
Bachelor of Science in Computer Science.