

Introduction:

Having successfully designed communications & marketing models for several international organizations, Larry Lawhead now leverages his analytical expertise in solving IT problems & managing projects that succeed. He has seven years experience directly as a Business / Systems Analysis & QA manager. However, he has been in the analysis business for over 29 years.

Objectives:

Analyze business practices & IT needs, develop cost efficient IT strategies. Discover new technologies & apply these to various business models. Manage overall development & deployment of desktop & distributed applications.

Capabilities:

Experienced with enterprise application and commercial web development both Business-to-Business & Business-to-Consumer, UML approach to business and system analysis. Interactive marketing & viral branding, entertainment and health care industry experience.

Relevant Skills:

- * Intimately familiar with all aspects of system development life cycle, including the Rational Unified Process (RUP).
- * Quickly understand business requirements & establish these in functional requirements, understandable for both client & developer.
- * Technical writing - Use Case development, sequence diagrams, process & workflows, data dictionaries, gap analyses, change requests, test scripts, etc.
- * Software QA & deployment of both distributed & desktop applications.
- * Skilled in working with both client & development team. Successfully complete projects & works with client to develop ongoing relationship.
- * Fundamental understanding of Microsoft's .Net Platform, Microsoft SQL Server, Windows 2000 and 2003 servers and database rationalization.
- * Excellent with Microsoft Office (Word, Excel, Access, Power Point, etc.), Microsoft Project, Visio & DocuShare.
- * Basic understanding of Adobe Dreamweaver, Flash & Fireworks.
- * Knowledgeable of Rational Rose & Rational RequisitePro.
- * Several years experience with computer hardware & web design.
- * Open Source customization experience with Drupal, Wordpress, ZenCart & OSCommerce.
- * Excellent cross-cultural communications skills.
- * Extensive international project management, business experience & speaking to international audiences, teaching, mentoring - good motivator.
- * Major Programming / Mark-up / Query Languages: HTML, CSS, ActionScript, C#, XML & Transact SQL.

Foreign Languages:

Fluent in German & conversant in Slovenian

Project Examples: (more upon request)

Jazz Camp– <http://www.jazz.alienmelon.com/> (Interactive video promotion for annual European Jazz Festival)

DrinkMe GmbH – <http://drnkme.at> (Viral branding, brand creation & establishment)

Western Digital Store - <http://store.westerndigital.com> (Real-time line item availability)
Homestore.com – Now RentNet <http://www.rentnet.com/apartments/mme/> (Interwoven Team Site implementation)

Contact Information:

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Work History:

October 2006 – QA Manager Dynamic Healthcare Systems
(<http://dynamichealthcaresys.com>)

- * Plan and manage all enterprise level quality insurance activities.
- * Insure compliance of end product to original design or managed changes.
- * Manage off-shore QA team in India.
- * Plan and manage new approaches to application quality insurance.
- * Plan and manage all application deployments and custom implementations.

May 2003 – October 2006 Consulting in interactive marketing, viral branding and development in Europe

AlienMelon

(<http://alienmelon.com>)

- * Virally establishing brands, their images through web-technologies & traditional advertising.
- * Consulted artists in Europe on leveraging interactive media & online commerce to promote & market their talent.
- * Rationalized business processes converting these to software requirements for small enterprises.
- * Created & optimize data design.
- * Developed, tested & deployed software solutions, creating both technical and end-user documentation.
- * Specialized in both custom & open source enterprise & consumer solutions.
- * Created interactive gaming content for the web, using Adobe Flash technologies.
- * Created web applications using Transact SQL, C# & the .Net platform.

September 2001 – May 2003 Systems Analyst / QA Manager

Physician WebLink

(http://www.pwlnet.com/4105/01_01_home.asp)

- * Analyzed business needs, documented requirements, & architected technology solutions.
- * Created data dictionaries, workflow diagram, process flows & various UML diagrams.
- * Managed QA process by establishing testing dependencies, developing test scripts, scheduled resources, managed deficiencies & retesting.
- * Gained final business owner acceptance & managed deployment.

August 2000 – May 2001 eProcurement Implementation Manager

Creative Planet - Now: Creative Planet Communities (<http://www.uemedia.net/CPC/index.shtml>)

- * Collected & analyzed electronic procurement requirements for TV & Feature Film production.
- * Configured Commerce One NetMarket Maker to reflect requirements.
- * Prepared & conducted focus groups.
- * Created various impact analyses.
- * Created & tracked change requests.
- * Established & documented various UML use cases.
- * Established workflow processes to track & report procurement activity.
- * Established administrative & customer service procedures.

- * Created project plans, tasks & deliverable dates.
- * Noted & tracked dependencies.
- * Tracked & reported budget “burn rates”.

April – August 2000 Business Analyst Spectria (Consulting)

- * Conducted feasibility study & made application recommendation.
- * Developed testing procedures & testing scripts.
- * Identified system users & established access permissions.
- * Established workflow requirements.
- * Tracked & reported change requests.
- * Trained client to use customized content management system.
- * Identified requirements & established use cases for large music site.
- * Created HTML screens for static content.

June 1999 – April 2000 Project Administrator

Contracted by KPMG Consulting - Now: Bearing Point

(<http://www.bearingpoint.com/>)

- * Assisted in management of various e-commerce projects.
- * Developed testing procedures, testing scripts & managed testing process.
- * Established, documented functional requirements & process flows.
- * Discovered & recorded business procedures.
- * Wrote manuals, trained client in use & maintenance of system.
- * Assisted in creating budgets & deadlines.

August 1977 - May 1999 Communications & Marketing Consultant for non-profit organizations in Europe

- * Conducted ethnographic surveys & interactive discussions.
- * Wrote & published reports, newsletters, video newsletters, on-line essays, web sites & created databases.
- * Wrote & directed multimedia presentations including video commentaries.
- * Developed & managed projects including music tours & concerts.
- * Managed multi-media department.
- * Designed & directed training programs.