

BRIAN HEFFLEY

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PRODUCT MANAGER / PROJECT MANAGER

CORE COMPETENCIES

- Business Requirements Analysis
- System Analysis & Design
- System Development Life Cycle
- Quality Assurance
- Project Planning & Design
- Change Management
- Leading Practices & Continuous Improvement
- Problem Resolution
- Team Leadership
- User Interface Design
- CRM

PROFESSIONAL EXPERIENCE

SNAP.COM (PERFECT MARKET TECHNOLOGIES) – Pasadena, CA

Nov. 2003-Present

Project Manager

“Employee #1” at Snap.com, a revolutionary “visual” web search engine startup by Idealab. Defined and prototyped the company’s initial product offering - the first Cost-Per-Action (CPA) online advertising system, then helped hire a development team to bring it to market. Later, as executive leadership came on board and the company grew to over 40 employees, I was responsible for launching the Ad system while simultaneously leading the design and development of Version 1.0 of the Snap.com search engine. This major project was successfully accomplished in only 25 days - in time for its public launch at the Web 2.0 conference by Bill Gross, Idealab’s CEO.

Key Achievements:

- Recognized as a consistent top performer within the company, achieving highest performance rating (“1”);
- Created the world’s first Cost-Per-Action advertising system integrated with web search, offering online advertisers a risk-free alternative to the flawed and oft-defrauded Cost-Per-Click (CPC) model used by the “major search engines.” Managed its development, launch, and future enhancements.
- Created all customer service and billing processes and established these support teams.
- Represented the company and its products at trade shows in New York and San Jose, CA
- Designed and supervised development of the “launch” version of Snap.com – “Start to Stage” in less than a month.
- Led the iterative design and construction of the Snap.com search engine over 2+ years. Gathered product requirements and wrote comprehensive functional specs for use by all involved parties (Executives, developers, and QA). Defined development cycles, set product releases, and managed them to production.
- Quickly designed and built one-off advertising products to support Sales efforts while maintaining other full-time responsibilities.
- Contributed to the company’s PR efforts by communicating product improvements and soliciting product ideas and feedback via the official Snap blog (blog.snap.com).

CAP GEMINI ERNST & YOUNG – El Segundo, CA

July 1999 – Nov. 2003

Senior Consultant

Provided strategic and tactical leadership to ensure the successful design, development, testing and implementation of e-commerce solutions at client sites across the U.S. including Hewlett-Packard, Agilent Technologies, T-mobile, Sprint, Blue Cross of CA, Farmers Insurance, American Express Travel, and a collaborative project by four major

auto manufacturer: Ford, GM, DaimlerChrysler and Toyota. Accountable for the overall success of assigned projects, from initial specifications to planning, development, testing and client approval. Interfaced extensively with clients to define and manage project scope, budget and timelines. Directed project planning, scheduling, tracking and reporting. Managed risk assessment, issue resolution and change management initiatives. Collaborated with clients to define and implement processes and procedures to support new technology solutions. Documented value-added work deliverables into company's knowledge base to promote leading practices. Directed, trained and mentored cross-functional teams of up to 15.

Key Achievements:

- Recognized as a consistent top performer within the company, achieving top performance reviews and ranking in the top 10% relative to peers for exceeding sales quotas and customer satisfaction levels. Credited with achieving more than \$1.5M in annual revenue for the company and contributing to more than \$1M in additional sales revenue.
- Acknowledged for successfully implementing projects on-time and within budget with uncompromising regard for quality and customer satisfaction.
- Directed cross-functional team of 15 Business Analysts and Software Testers in designing and developing testing strategy of a newly developed custom-development B2B application for major automobile manufacturers. Sponsored and conducted 3-day Rapid Solutions Workshop for more than 50 Senior Executives (from traditionally-competing corporations) to define systems specifications and timelines.
- As Quality Assurance Lead, planned and led team of 9 in performing testing of a custom reservations system for AMEX's Travel Services Department. Created testing procedures for the project and collaborated with the client to introduce leading practices into the corporation, resulting in improved testing accuracy and increased customer satisfaction.
- Recruited as member of Project Management Office to design and implement processes, procedures and standards throughout the development of an intranet system for Farmers Insurance. Collaborated in defining Deliverable Quality Assurance and project monitoring/reporting strategies for this 250-person project.
- Spearheaded the requirements gathering and business processes definition of a B2B system for Sprint. Performed logical data modeling and created overall design of the WebStore system to ensure appropriate integration with Siebel CRM and PeopleSoft ERP packages.
- Designed, developed and implemented numerous corporate intranet sites for Hewlett-Packard and Agilent. Sites were developed to facilitate internal communication during corporate reorganization efforts.

EDUCATION / CERTIFICATION

Bachelor of Science in Business Administration and Computer Information Systems

Cal State Polytechnic University – Pomona, CA - 1999

Certified Siebel 7 Core Consultant

TECHNICAL PROFICIENCY

<i>Languages, Software & Tools:</i>	JavaScript, SQL, XML, ASP, PHP, C++, HTML, CSS, Adobe Photoshop, Visio, Siebel 7, MS Access, Rational Product Suite (ClearCase, ClearQuest, RequisitePro, Robot, Test Manager, Rose), Mercury Test Director, MS Project, Primavera Teamplay, Project Gateway, TOAD, Google Adwords, Google Analytics
<i>Methodologies:</i>	Capability Maturity Model (CMM), Rapid Application Development (RAD), Object-Oriented Programming (OOP), ISO 9001 Standards, Rational Unified Process (RUP), Unified Modeling Language (UML)
<i>Industries:</i>	Online Search, SEM, SEO, e-Commerce, Financial Services, Insurance, Travel, Telecommunications, Healthcare, Manufacturing