

# Eric J. Wettstein

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A proven development manager and business analyst with an extensive track record of technology and software development leadership. Excels at translating business process needs into software solutions, aligning technology goals with business objectives, maximizing customer satisfaction, and optimizing product functionality. Possesses strong analytical, problem solving, and communication skills as well as demonstrated abilities in managing the Systems Development Lifecycle (SDLC), from specifications/requirements gathering, design, development, and quality control to product release and support. Builds, motivates, and leads high performance teams that complete projects on time and to customer expectations within dynamic, fast-paced environments.

**Technical Summary:** Microsoft Office, Visio; SQL, MS Access, and Oracle; XML, XSL, HTML, CSS, Javascript; Apache, IIS; Cognos; Microsoft Windows, Ubuntu/Linux; SharePoint, SharePoint Designer, Asp.Net, C#; Drupal, WordPress;

## Select Highlights

- **Established my own business** to help small companies leverage technology to be more successful. This includes internal processes and workflows with intranet development and external web development and online marketing coaching.
- **Sites and applications developed** for small business: SMA Directory ([www.smaokpark.org](http://www.smaokpark.org)) a Python Google App Engine site, Greenline wheels ([test.greenlinewheels.com](http://test.greenlinewheels.com)) [in development] Drupal site for new business.
- **Successfully expanded the company's product lines** through improved productivity by growing a business analyst team from one to five members as well as implementing specification templates and a quality process within the development lifecycle.
- **Consistently delivered software products/applications and releases on time and to specifications** by coordinating with development managers in project management; performed coding, specification, documentation, and testing effort estimates for the project plan.
- **Significantly improved software and service quality** by creating review and bug validating reports with the customer support group and expanding functional knowledge of new releases.
- **Coordinated numerous joint customer development sessions** that contributed to enhancing the circulation module and authority control; converting existing records to UTF8; and creating a consortia borrowing module and a media scheduling module.
- **Worked to define development processes from start-up phase**, through more traditional development practices and finally towards agile—always focusing on balancing features, quality and time.
- **Managed maximum of 8 direct reports** in analysis, quality assurance, product management, technical writers, beta coordinators and Cognos report writers.

## **Professional Track**

**Owner and Principal of Technology Consulting Firm, July 2008-Present**

Kudzu Digital Consulting, LLC.

Providing business and technology consulting and coaching to small business. Services include complete IT purchasing and support, SEO and web marketing, intranet and online process development, and business consulting.

**Chief Technology Officer & Digital Coach, February 2008-February 2009**

Final finish Properties Inc.

Provides technology leadership to all staff of the family office and selected business investments. The investments include residential and commercial property as well as small retail stores.

**Business Analysis & Documentation Manager, 2007-2008**

Ex Libris Ltd. (formerly Endeavor Information Systems Inc.)

Provides leadership to the business analysis (5) and technical writing staff (3) in the Chicago development center for a \$60M software firm that provides applications and services to academic libraries and research centers worldwide. Coordinates with the Jerusalem development center. Performs post-merger integration of software products and processes/procedures between the Jerusalem (Israel) and Chicago (US) development centers. Delivers product user manuals and functional specifications. Develops and maintains data models and reports.

- Successfully delivered a new version of a Cognos-based reporting product along with specifications for a major software release. Authored a new documentation model for a re-architected web module.
- Supported the company's merger efforts by developing contacts/relations with the Israel-based development staff (overseas location visits).

**Business Analyst Manager, 1997-2006**

Endeavor Information Systems Inc.

Led a team of analysts in software/application development. Authored application requirements/specifications for programmers; established design goals for a traditional integrated library system and digital library applications. Coordinated with development managers, customer services, and product management on development projects for each release. Identified customer needs, project requirements, and contractual specifications. Oversaw product management (3) and quality assurance (5) functions when necessary.

- Improved report performance and supported reporting tools by creating PL/SQL functions in Oracle; materialized views and indexes; and database quality testing tools. Reverse engineered the database into ER diagrams.

## **Education / Credentials**

**Certified Scrum Master 2010**

**M.B.A.**, Southern Illinois University

**M.S., Library and Information Science**, University of Illinois

**B.S., Business Administration**, Southern Illinois University – additional concentration in Art History

**Additional Education/Training:** Voice of Leadership, American Management Association; Pragmatic Marketing, Product Management; Java Programming, PL/SQL, Business Analysis, SharePoint Designer, SharePoint C# Development Learning Tree International; Search Engine Strategies Conference

## **Selected Links**

- [www.KudzuDigitalCoaching.com](http://www.KudzuDigitalCoaching.com) (Business site in Drupal)
- [www.linkedin.com/in/ejwettstein](http://www.linkedin.com/in/ejwettstein)