

## **Bruce H Potter PMP SMAC**

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### **SUMMARY**

Optimistic, solution-oriented IT Project Manager. A natural ability to understand user needs and formulate complete software project plans including scope and timeline. **S**pecializes in repairing, restructuring and integrating previously written software projects. **F**lexible management style that facilitates fluid implementation of change requests and promotes communication and intelligent software architecture. **P**roven relationship management skills regarding team development, mentoring, hiring and team morale enhancement. **S**trong communication skills, keeping stakeholders briefed regarding progress and potential issues throughout the project life cycle. **U**p-to-date with IT industry trends, technology and ever changing methods and best practices. **W**orks well with development teams in order to operate within budget and ensure on-time delivery.

### **TECHNICAL SKILLS (20+ Years Experience)**

#### **Project Management**

- PMP Certification
- SCRUM Master Accredited Cert
- Agile Methodologies
- Waterfall Methodologies
- PMBOK Principles
- Excellent Control of Scope
- PMI Member

#### **Systems Analysis/Design**

- C#
- OOP
- API Integration
- HIPAA Compliance
- XML
- VB.NET
- C/C ++

#### **Database Development**

- SQL Server
- SQL Server Reporting Services
- SQL Server Integration Services
- MySQL
- Oracle

#### **Web Development**

- ASP.NET
- PHP
- Javascript
- InfusionSoft API
- HTML5
- e-Commerce
- PCI Compliance
- JQuery
- CSS3
- HTML

### **INDUSTRIES SERVED**

**Healthcare**  
**Casino Gaming**  
**Real Estate**  
**Social Network**

**Technology**  
**Retail / eCommerce**  
**Franchising**  
**Network Marketing**

## **PROFESSIONAL EXPERIENCE**

### ***Old West IT Consulting, Sedona, AZ***

June 2014 – Present

#### *Software Development & Project Management Consultant*

Works closely with clientele to find solutions for complex problems and productivity issues in a variety of industries:

#### ***Health Care:***

##### *Client - Alternative to Meds Center, Sedona AZ*

Made enhancements and additions to an unfinished an unworking HIPAA compliant MVC website written in PHP/MySQL on a WAMP platform.

- Took ownership of the product, fully testing and repairing every aspect.
- Became manager of the entire project working closely with stakeholders to ensure a usable product with high user adoption.

#### ***Gaming:***

##### *Client - The Old West Gaming Co., Sedona AZ*

Website Design and development, including demonstrative games written in Flash. Created multiple game simulations, and completed multiple mathematical analyses. Acts as the main Technical Salesperson running demonstrations and answering technical issues.

- Website created in PHP with CSS3 and Flash.
- Game simulations created in C#.
- Game development.
- Dealer training.

#### ***Social Media:***

##### *Client - WEVO Global, Sedona AZ*

Repaired a broken e-Commerce enabled Joomla site with an InfusionSoft API connection.

- Reviewed, repaired and optimized several thousand lines of PHP code.
- Fixed and optimized InfusionSoft API connections.

#### ***Retail / e-Commerce:***

##### *Client - Purium Health Products, Long Beach, CA*

Managed a new Direct to Consumer e-Commerce site project in C#.

- Worked closely with a third party development team.
- Created project plans and managed the project from Initiation through Closing.
- Helped to verify PCI Compliance.
- Interviewed and helped to hire an in-house developer to take over the project.

##### *Client - Nutri-Health Supplements Inc., Sunrise, FL*

Managed and developed an interface project in C# to transfer shipping functions from Cottonwood, AZ to Sunrise, FL.

- Worked with various departments within the company to assure that the project would achieve its goals.
- Thoroughly managed change requests assuring that all stakeholders were aware of changes, and the costs of changes in budget and time.

**NaturMed, Inc./Institute for Vibrant Living, Camp Verde, AZ** March 2013 – June 2014  
*Retail Health Supplements Marketing Company*  
**IT Director**

Analyzed and evaluated information and business process requirements. Developed and implemented practical solutions to fulfill the business needs that comply with quality standards and technical requirements.

Created project plans and managed projects from Initiation through Closing.

Led development and maintained a custom ETL business object that extracts and transforms data from multiple data sources and formats to load into the Ecometry CRM.

Worked closely with a third party development team on the integration, enhancement and PCI compliance of the company e-commerce website.

Scheduled and led meetings relating to new and ongoing projects, to ensure that stakeholders were fully aware of scope, managed expectations, implemented changes and developed lessons learned.

Managed a remote team of third party developers to enhance, document and maintain the company data warehouse and reporting and BI suite.

Oversaw a cross-functional staff of three, including hiring, training, mentoring and disciplinary actions.

Coordinated the IT budget and allocated resources.

Collaborated with managers and users in several functional groups to identify where new systems could increase efficiency and enhance usability.

Worked closely with end users and developers to create training materials and document standard operating procedures to ensure business continuity.

Developed a custom Amazon integration module that imported Amazon orders into the CRM, and updated Amazon with shipping information.

Developed a detailed shipping report that joined information from the main CRM with information from FedEx.

Coordinated the technological relocation of the shipping and receiving department to an off-site location, including installation of a point-to-point wireless network.

Coordinated a 20% Call-Center expansion into empty warehouse space, including all new wiring for phone/data and new computer systems and increased licensing needs.

**Nutri-Health Supplements, Inc./SedonaLabs, Cottonwood, AZ** Aug 2010 – March 2013  
*Retail Health Supplements Marketing Company*  
**IT Software & Applications Director**

Supervised a cross-functional staff of four, including hiring, training, mentoring, disciplinary actions.

Scheduled and led meetings related to new projects, to ensure that stakeholders were fully aware of scope and expectations.

Led development of a custom ETL business object that extracts and transforms data from multiple data sources and formats to load into the Multi-Channel Order Manager CRM.

Managed and prioritized a number of projects encompassing both the Direct to Consumer Nutri-Health and Retail SedonaLabs product lines simultaneously.  
Coordinated the IT budget and allocated resources.  
Managed third party development teams on a variety of projects.  
Managed projects, stakeholder and end user expectations and scope.  
Led a data warehousing project (TATE) as project manager and lead architect. Overseeing initiation, planning, executing, testing and launch. The TATE project was considered a “Center of Excellence” within the Atrium Innovations, Inc. family.  
Worked closely with the marketing department to implement an email list management module utilizing the StreamSend API.  
Integrated automation for various affiliate marketing programs, including data-feeds, reporting and order cancellations.  
Successfully created, tested, documented and launched an upgraded version of a Pinnacle based e-commerce platform for both of Nutri-Health’s websites that includes mobile functionality, with numerous customizations specified by the functional groups involved. The project launched on-time and within-budget, transitioned seamlessly with minor tickets.

**Home Franchise Concepts, Inc., Orange, CA**      March 2004 – August 2010

*Franchisor for Budget Blinds and Tailored Living*

**Manager of Application Research and Development**

Gathered requirements, generated specifications, including scope and time-line. Managed every aspect of the software development life cycle to enhance the value of the multiple brands, Budget Blinds, and Tailored Living.  
Supervised and developed a cross-functional staff of nine. Hired, trained, mentored and cultivated a team of five developers, with skills levels ranging from new graduate to highly experienced.  
Promoted a positive and productive work environment.  
Assumed control of several outsourced projects, completing them in less time within-budget with more features and fewer bugs.  
Led weekly team meetings, and daily stand-up meetings to ensure that projects were on track, and for early identification of potential issues.  
Led project kick-off meetings to disseminate project goals and milestones. Led post-project meetings to compare goals with actuals, and to document issues and pit-falls to ensure that the same issues do not occur in the next project.  
Implemented procedures to obtain tickets from the Technical Support department, and included the Technical Support department in the QC process.  
Worked closely with the QC staff to ensure proper prioritization of issues.  
Championed, managed and architected a custom CMS project that significantly increased SEO, visibility and usability for the company websites.  
Developed interfaces to combine and edit data from multiple systems to increase productivity and decrease data entry mistakes.  
Project Manager and architect of a completely customized online ordering and customer relationship management system (CRM) utilizing web services. Provided leadership and

management to cross-functional teams of developers, web designers, and system administrators.

Integrated Agile Project Management methodology which allowed teams to stay on task, and complete projects with total transparency to upper management and stakeholders.

Designed, created and presented a successful 90 minute technical breakout presentation for the Budget Blinds annual convention, attended by upper management and technical staff of the vendor base.

***Proximity Digital Networks, Inc, Irvine, CA*** May 2002 – November 2003

*Custom Website Development and Design*

**Lead Programmer/Analyst**

Custom website development and server management on the LAMP platform.

Worked in a team of two.

Gathered client specifications and worked closely with the stakeholders and built custom CMS systems to suit specific needs.

Worked with upper management and marketing staff of well known retail chain stores to create custom branded websites.

***Compaxion Technologies, Inc, Diamond Bar, CA*** January 2001 – February 2002

*Patented Database Compression Technology*

**Programmer/Analyst**

Custom built database compression system that was integrated into most modern database systems including Oracle.

Worked in a remotely located team of five.

Handled QC duties on the system, and reported issues to the team.

Acted as the technical liaison between the development team, the customer, upper management and marketing departments.

Trained end users on the system.

***PropertyLine International, Las Vegas, NV*** August 1999 – December 2000

*Online Commercial Real Estate Listing Service*

**Data Coordinator – Programmer/Analyst**

Managed a SQL Server 2000 Database with large amounts of data.

Maintained and enhanced the existing system using a variety of software programming tools and languages on Windows 98, NT, and Palm OS.

Worked with a team of four.

Maintained and verified the integrity of the data.

Designed and programmed small information web pages for customers.

Took lead on a viability study for implementing XML.