

## Adam Kalsey

2082 Roaring Camp Dr.

Gold River, CA 95670

(916) 853-8550

adam@kalsey.com

<http://www.kalsey.com>

## Summary

Software and project manager with an extensive technical background and over 6 years of Internet industry experience. Experienced in the creation and management of Web and desktop applications. Demonstrated expertise in strategic planning, requirements management, and project management. In-depth knowledge of Web technologies including ASP, XML, and Perl.

## Experience

**May 2001 - Nov 2001**

**Realty Plus Online, Sacramento, CA**

**Product Director**

- Responsible for the requirements, marketing, business partnerships, and product development of the Fusion line of products
- Developed functional specifications and use cases, provided project management for software development, and worked with developers in defining technical architecture
- As expert on product features and business requirements, consulted with sales, executives and clients
- Reduced product defects by 90% and improved stability
- Saved a failing project by eliminating unnecessary requirements, focusing resources, and ending scope creep

**Aug 2000 - April 2001**

**LiveMarket, Santa Ana, CA**

**Lead Strategist**

- Provided product strategy and defined requirements for ecommerce product
- Developed use cases, evaluated test plans, and evaluated software platforms
- Designed workflow and integration points to connect to JD Edwards OneWorld through BizTalk Server
- Created implementation strategy for migration of 20 storefronts to in 3 months

*Clients included Wood Associates and Osh Kosh B'Gosh*

**May 2000 - Aug 2000**

**Pandesic LLC, Folsom, CA**

**Business Process Engineer**

- Provided strategic direction on emerging ecommerce trends
- Product expert for the Pandesic commerce platform

- Analyzed and improved business processes for a variety of clients, working with all levels of the company to solve complex business problems
- Developed requirements documentation for Pandesic products and client projects
- Designed process for purchasing online for in-store merchandise pickup
- Mapped integration from client POS, accounting, and warehouse management systems to Pandesic products

*Clients included Beverages & More and the San Francisco Giants*

**Aug 1999 - May 2000**

**Pandesic LLC, Folsom, CA**

**Web Services Technical Lead**

- Provided technical and project management expertise to over 20 businesses
- Advised developers on Pandesic Development with ASP, JavaScript, and XML
- Analyzed code for security, stability, and performance
- Provided expertise on the Pandesic platform and on general web disciplines including e-commerce strategies, information architecture, user experience, and site production
- Designed and taught developer education class, training over 100 ASP and COM developers, raising average class rating to 4.87 out of 5

*Clients included eVineyard, HiFi.com, and Adidas*

**Dec 1999 - Mar 2000**

**UC Davis University Extension, Sacramento, CA**

**Instructor**

- Designed and taught university course in web server administration on Unix, Windows, and Macintosh platforms, receiving highest possible class rating

**Aug 1997 - Aug 1999**

**The Marketing Store, Sacramento, CA**

**Technical Director**

- Responsible for programming, hosting, and production of client sites
- Developed web applications using ASP, SQL, Perl, JavaScript, DHTML, Cold Fusion, and Acrobat
- Managed a variety of platforms that included Windows, Macintosh, Solaris, and Linux and web servers including IIS, Apache, and Netscape Enterprise
- Led teams of designers and developers in creation of sites for ecommerce and online publishing

*Clients included Hewlett-Packard, Adobe Systems, StageNine, SACTO, CableData and IBS*

**Feb 1996 - May 2001**

**Independent Consultant**

- Provided online business strategy, Web and email marketing assistance, and project management to clients
- Developed Web sites for ecommerce, extranets, and intranets

*Clients included Beverages & More, Sutter Health, CMB Design Partners, The Great Movie and Animation Store*