

# MARK ALTENBERND

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## TECHNOLOGY EXECUTIVE

Senior technology executive with significant experience in the development and implementation, end to end, of Web-based applications. Successful track record in leading numerous projects across multiple industry segments, identifying business opportunities and creating appropriate applications that capitalize on those opportunities. Combines a strong technology foundation with substantial experience in process optimization, business development, and financial analysis and modeling. Strong academic credentials.

### Key Strengths include:

#### OPERATIONS

- Performed due diligence evaluation of software packages
- Strong background in systems and process optimization
- Established and managed an Adobe (Macromedia) User Group

#### STRATEGIC ACCOUNT MANAGEMENT

- Worked with clients to define their complex business processes and problems
- Developed and deployed technology solutions to improve efficiency
- Initiated and maintained relationships with account client executives

#### SOLUTIONS ARCHITECT / DATABASE DESIGN

- Designed, developed and delivered applications built on multiple platforms including Oracle and MS SQL Server systems
- Conceived, designed, and built a SPA SaaS streaming video application using a mix of server platforms

#### PROGRAMMING

- Implemented numerous projects in multiple languages, including JavaScript frameworks and libraries, application-tier servers, and data-tier servers

#### BANKING SME

- Deigned and built a corporate loan pricing optimization system
- Analyzed profitability of corporate relationships, reporting results to executive management
- Designed and built corporate profitability system
- Member of Editorial Board of Bank Asset and Liability Management newsletter

## PROFESSIONAL EXPERIENCE

### **ALTENBERND CONSULTING**

**Founder/Consultant**

**2001 - 2018**

San Rafael, CA

- Founded consultancy to provide Web based application development and implementation services with a primary focus on the front-end user experience but spanning the application end-to-end.
- Successfully completed numerous projects with companies such as Kaiser Permanente, Viscira, FastPitch Video Services, eBay and Amazon. For more information, please see [www.Altenbernd.com](http://www.Altenbernd.com).
- Developed using many different languages, tools and technologies (see list at end of resume)

### **BAY AREA APP DEV USER GROUP Organizer & Manager**

**1999 - 2012**

San Francisco, CA

- Organized and managed Web application-centered technical user group
- Recruited speakers for monthly meetings
- Made 3 or 4 presentations and demos each year
- Used many of the components of the Adobe Creative Suite: Photoshop, Fireworks, Dreamweaver, Flash, Flash Builder to build prototypical single page applications (SPA)
- Recognized by Adobe and Macromedia as a Community Leader

**MICROMEGA SYSTEMS**

**Practice Manager**

**1999 - 2001**

Corte Madera, CA

- Formed and managed a profitable consulting practice to build database-enabled Web applications
- Managed multiple concurrent development projects involving small cross-functional teams
- Performed project definition and sales

**AT&T LABORATORIES**

**C-Band Technology Consultant**

**1994 - 1999**

San Jose, CA

- Lead Oracle database architect for several three-tier Web apps
- Created APIs as PL/SQL packages of stored procedures
- Built and maintained multiple instances of Oracle on a Unix-based Sun SparcStation
- Performed due-diligence evaluation of software packages prior to investment in company

**PROFIT MANAGEMENT ASSOCIATES Principal**

**1980 - 1994**

San Rafael, CA

- Self-employed information technology consultant to executive managers in commercial banks
- Managed a variety of technology projects, using a mix of client, contract, and vendor employees
- Built and maintained a sophisticated banking model with an SQL interface to a relational database
- Member of Editorial Board of Bank Asset and Liability Management Newsletter
- Technical Advisor to MicroBanker Newsletter

**CROCKER NATIONAL BANK**

**Vice President**

**1976 - 1980**

San Francisco, CA

- Established a group of professional bankers to analyze the profitability of commercial loans
- Designed and built the multi-period financial models that performed the analyses
- Reported results weekly to bank's Vice Chairman and Chief Credit Officer

**FIRST NATIONAL BANK OF CHICAGO Information Technologist**

**1967 - 1976**

Chicago, IL

- Chief information technologist for the Chairman and other executive officers
- Developed proficiency in mainframe programming and database applications
- Provided rigorous financial analysis to the EVP in charge of the Corporate Banking Division
- Developed a global competitive intelligence network
- Sponsored by the bank in pursuit of an MBA degree

**EDUCATION**

**MBA, Finance**

University of Chicago, Booth School of Business

**BS, Motion Picture Production**

Northwestern University, School of Communications

**Proficient in:**

- |                           |                        |
|---------------------------|------------------------|
| Application Architecture  | Bootstrap              |
| Business Process Analysis | jQuery                 |
| Data Modeling             | JSON                   |
| Database Design           | XML                    |
| Project Team Leadership   | Single-Page Apps (SPA) |
| Oracle – PL/SQL           | Git / GitHub           |
| SQL Server – T-SQL        | Subversion             |
| JavaScript                | OOD / OOP              |
| HTML5                     | ETL                    |
| CSS3                      | REST API               |
| React                     | SDLC                   |
| AngularJS                 |                        |