

# MICHAEL PATRICK MONAN

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P.O. Box 1942, Ann Arbor, MI 48106-1942

- SUMMARY** Highly motivated, creative, and versatile presales engineer with a focus on SaaS and more complex PaaS solutions. Over twenty years experience in entrepreneurship, software engineering, user-centered design, information search and retrieval, usability consulting, project and personnel management. A talent for analyzing customer problems, answering technical objections, and finding innovative, robust, business solutions. Energetic self-starter with excellent analytical, organization, communication, and creative skills.
- TECHNICAL SKILLS** Solution Selling, Business Development, Client Relations/Retention, Software Architecture and Engineering, Web Personalization, Web Stack Performance and Scalability, Software and Web Application Usability, User Testing, Service Oriented Architecture, Drupal CMS, PHP, MySQL, HTML, CSS, Javascript/JSON, AJAX, UNIX Devops.
- PROFESSIONAL EXPERIENCE**
- ACQUIA, INC.** Boston, MA  
**Solutions Architect** 3/14 – Present
- Working as a pre- and post-sale consulting technical architect and evangelist with our business development team and prospective clients in all industry sectors – from startups to Fortune 100 enterprises, universities, and governments.
  - Investigating, researching, scoping, proposing, and presenting best-of-class Acquia Product and Drupal CMS solutions for enterprise-grade web sites and applications, solving complex business problems around centered around content management, multi- and omni-channel content personalization, customer lifecycle journey, digital asset management, content sharing across channels, content search and retrieval, and platform security, compliance and scalability.
  - Collaborating with our Professional Services team to deliver Discovery workshops to new customers, in order to ensure the best solution is put in place.
  - Acting as a key conduit between our business development team, our engineers, and our Professional Services team, both helping sales staff to better position Drupal and Acquia's products and services, as well as bringing feedback from customers back into the development of new products and processes.
- TECHREPRIEVE, LLC** Ann Arbor, Michigan  
**Owner & Manager** 5/05 – Present
- Providing software engineering architecture and development, usability services, and project management for TechReprieve's customers.
  - Responsible for increasing company revenues, and growing client list (currently nearly sixty) by generating sales leads and cultivating relationships for generating new business.
  - Client list can be found at: <http://www.techreprieve.com>. Portfolio highlights can be found at <http://www.monan.net/portfolio>.
- WELLNESS & PREVENTION, INC. [WnP]** Ann Arbor, Michigan  
**Senior Drupal Architect / User Interface Architect** 6/11 – 3/14
- Responsible for Drupal presentation tier implementation oversight during a multi-year system re-architecture effort moving WnP's digital health coaching platform to a brand new multi-tier SOA.
  - Acted as point person for resolution of any critical production issues within our presentation tier.
  - Defined and managed the technology roadmap and strategy for implementation of our products' presentation software, including identification and evaluation of emerging technologies that could be used to enhance it.
  - Responsible for ongoing performance and scalability evaluation and enhancement of our products' presentation software infrastructure.
  - Worked as the active senior source of Drupal technology knowledge for new and existing Drupal developers and non-developers.

PROFESSIONAL **SWITCHBACK, LLC [SB]**

Ann Arbor, Michigan

EXPERIENCE **Principal & Founder / Director of Sales**

9/07 – 3/11

- Built, oversaw, and managed a team of 12 engineers, project managers, and graphic designers.
- Built, oversaw, and managed a sales team whose revenues grew from \$0 to \$800K/year. Total number of clients over 3.5 years was approximately 35 with 50 projects in total.
- Built both a service based side of the company focused on the Drupal open-source web CMS as well as a PaaS product facet of the company based around CiviCRM, an open-source CRM product.
- Put customer service training initiatives in place for all employees.
- Directly managed all usability initiatives within the organization.
- Built all aspects of the business from the ground up.
- Client list can be found at: <http://www.switchbackcms.com>. Portfolio highlights can be found at <http://www.switchbackcms.com/ourwork>.

**DIAMOND BULLET DESIGN [DBD]**

Ann Arbor, Michigan

**Director of Engineering / Senior Usability Engineer**

10/98 – 3/05

- Managed a set of projects (customer expectations, timelines and engineering goals) and a team of engineers and graphic designers to complete those projects.
- Managed, evaluated and trained DBD personnel in internal systems and practices.
- Secured and maintained system administration of development and production web servers.
- Provided project management, conceptual design, product development, usability direction, user testing and information architectures for clients including:

**The University of Michigan Business School** (Internal/External Web Site)

*Responsibilities:* project and team management, user testing, system design, system migration plan and implementation, deployment and training.

**The University of Michigan Alumni Association** (External Web Site)

*Responsibilities:* project and team management, user testing and interviews, information architecture, system implementation and integration.

**PDTrials.org** (Parkinson's Disease Clinical Trials Website)

*Responsibilities:* project management, focus groups, user testing, system design and implementation, deployment and training.

**Calsonic Kansei NA** (Internal Web Based Project Management Tool)

*Responsibilities:* full system implementation, design, deployment and training.

**ABC News Store** (ABC News Programs Transcripts eCommerce Clearinghouse)

*Responsibilities:* project management, system backend design and implementation (complex search and retrieval and eCommerce storefront).

**FullScope** (Web Services Administration Product)

*Responsibilities:* project and team management, information architecture, user testing, redesign.

**The State of Michigan Department of Education** (Schools AYP External Web Site)

*Responsibilities:* project management, system skin implementation.

**General Motors Corporation** (Internal Web Based Inventory Locator Tool)

*Responsibilities:* project management, usability analysis and design of new system.

PROFESSIONAL **GENE CODES CORPORATION**

Ann Arbor, Michigan

EXPERIENCE **Software Engineer & HCI/Usability Specialist**

9/97 - 9/98

- Single-handedly shipped and maintained version 3.1 of Sequencher for the Macintosh, Gene Codes' flagship product.
- Shipped Sequencher for Windows (version 4.0), as member of Engineering team.
- Drove push to make Sequencher more usable, consistent, and in line with specific platform interface guidelines, and made the engineering process more iterative and user-centered.
- Initiated and performed usability evaluations on various problem areas of Sequencher, and targeted user-centered plans of attack on those areas.
- Formulated and documented a usability engineering strategy for future engineering endeavors.

**APPLE COMPUTER - APPLE RESEARCH LABS (InfoAccess)**

Cupertino, California

**Macintosh Software Developer**

5/96-9/96 &amp; 6/97-9/97

- Assisted with the design of V-Twin, Apple's text search and retrieval engine used in MacOS X.
- Designed and developed all aspects of CopyCat, a web-based Information Assistant that uses V-Twin technology.
- Worked with InfoAccess team members to ready V-Twin for the annual TREC competition.
- Initiated a program within Apple to spur the growth of a strong student developer program at the University of Michigan.
- Patent 6,256,622: "Logical Division Of Files Into Multiple Articles For Search And Retrieval".

**UNIVERSITY OF MICHIGAN - DIGITAL LIBRARY PROJECT**

Ann Arbor, Michigan

**Advanced User Interface Design Group - Research Assistant**

9/96 - 12/98

- Designed and prototyped an implementation of a visually rich paradigm for the extended information gathering and structuring task.
- Created a multi-scale interface for managing interactions with large information structures.
- Employed user centered design methodologies to focus on what real users actually need modified for greater innovation.
- Designed and implemented a text search and retrieval engine that users can use to index and access personal collections of resources.
- Designed and implemented a hierarchical indexing scheme that will scale up for very large structured collections.

**UNIVERSITY OF MICHIGAN - THE WEATHER UNDERGROUND**

Ann Arbor, Michigan

**Software Developer - (Macintosh) Programmer II**

4/93 - 5/96

- Designed and developed all aspects of SurfBoard for the Macintosh, an Internet component arbitrator used to manage various fetch and browse plug-in components.
- Cooperatively worked with other team members on various Macintosh/UNIX software projects.
- Managed small group of programmers, each working on various projects.
- Performed system administration tasks for cluster of 5 UNIX machines.

## EDUCATION

**UNIVERSITY OF MICHIGAN - Ann Arbor**

Master of Information Science (Human Computer Interaction), August 1997.

**UNIVERSITY OF MICHIGAN - Ann Arbor**

Bachelor of Science in Engineering (Computer), May 1995.

PATENTS &  
PUBLICATIONS

- Brinck, T., Ha, S., Pritula, N., Lock, K., Speredelozzi, A., Monan, M. (2003). Making an iMPact: Redesigning a Business School Web Site around Performance Metrics. In DUX 2003: Designing User Experiences, San Francisco, CA, June 2003.
- Patent 6,256,622: Logical Division of Files Into Multiple Articles for Search and Retrieval.

- PROFESSIONAL & COMMUNITY LEADERSHIP
- Working with University of Michigan School of Engineering and I-Corps as an entrepreneurial coach for professor/graduate students research teams to bring novel technologies to market.
  - Working with the University of Michigan College of Engineering as a student mentor and prospective student interviewer.
  - Worked with Ann Arbor SPARK (<http://annarborusa.org>) to develop Drupal training program called "Shifting Code" that was later picked up by the Michigan Economic Development Corporation. This program was copied throughout the state and is being touted as a flagship talent re-training program for the State of Michigan. More information can be found at:  
<http://es.slideshare.net/AnnArborSPARK/shifting-code-informational-meeting-121911>  
and  
<http://www.linkedin.com/groups/Ann-Arbor-SPARK-Shifting-Code-4296894>.
  - Ann Arbor Drupal User Group Meetup organizer, presenter, and participant.
  - Founding member of the Southeast Michigan IT Council, focused on local and regional talent development and retention, and regional marketing of Michigan and Detroit area.
  - Founding member and former Executive Officer of MOCHI (Michigan Ohio Computer Human Interaction).
  - Association for Computing Machinery (SIGCHI, SIGIR member).
  - Formerly a registered and licensed (State of Michigan) Paramedic.