

Dennis David

Job Title

Senior Enterprise Content Management - Project Manager / Architect

Summary

- **EXPERIENCED CONSULTANT** – For the last 14 years I have worked as a consultant either for a firm or as an independent. During that time I have managed projects through the complete software development life cycle (SDLC) including sales, proposals, bidding, scope definition, requirements gathering, resourcing, planning, development, testing, documentation, training and delivery while interacting with clients in the United States, Canada, Taiwan, Australia and Singapore.
- **STRATEGIC VIEW OF CONTENT MANAGEMENT** – My goal is to always promote content management throughout the organization. I firmly believe in “one document many users”, expanding the scope of content management from the department to the enterprise. To *get there from here* requires expertise in content analysis, information architecture, structured authoring (SGML/XML) and taxonomy. I also believe that you cannot divorce content management from document management. My most recent work involved developing just such a strategy.
- **EXPERIENCE OVER MULTIPLE VERTICALS** – I have helped clients involved in pharmaceuticals, aviation, telecommunications, hr, semiconductor, finance, shipping, engineering, life sciences and insurance. I believe that I can leverage this experience as the client moves to implement document/content management throughout their organization. Understanding concepts such as digital asset management, validated systems, regulatory compliance, privacy, emergency change notices, document capture, electronic signature, retention and collaboration are critical to any large corporation.
- **ABILITY TO PRESENT / MENTOR / TRAIN CLIENTS** – As an consultant one of my most enjoyable duties has been providing knowledge transfer and real *value add* in my projects through presentations, mentoring management and training employees; developing a business practice, building a support organization, establishing a *Center of Excellence* or simply brainstorming new ideas.

Technologies

Documentum 5.3	RDBMS: Oracle, SQL Server	EIS, OLAP, Data Warehouse, Data Mining
J2EE, idef1X, UML	JSP, ASP, HTML, SGML	XML, XSL, DITA

Project Experience

Sept 2006 – Present	Ericsson	Managed an international team of 24+ developers for Ericsson in Singapore to create a digital asset management application for SingTel, South East Asia’s largest telecommunication company. The application included service preparation, transcoding, thumbnailing, portal delivery and billing. Worked with Ericsson towards laying the foundation for a new practice in digital asset management by packaging an end to end solution, organizing the support organization and creating a marketing plan. (Documentum 5.3, DAM, WCM, WebLogic, Oracle, Unix)
Sept 2005 – Apr 2006	FedEx	Worked with FedEx to develop an Enterprise Content Management Infrastructure covering the United States, Asian-Pacific and Europe. Assisted in the establishment of a “Center of Excellence”, creating an enterprise taxonomy, developing a 3-year project and resource plans, conducting a POC as well as assisting in various design topics including the high volume ingestion of shipping documents. Developed various tools including a RICEF form for tracking functionality from use case to design, development and testing. (Documentum 5.3, WebLogic, Oracle, Unix)
Oct 2004 – Aug 2005	Telus Canada	Worked with the various business and technical units within Telus in developing an Enterprise Web Content Management Architecture. Assisted in the re-design of the Small and Large Business B2B Portal. Mentored Telus resources on individual applications using J2EE methodology and industry best practices for the various tools. (Documentum 5i, WCM, Sun Portal, WebLogic, Oracle)
Mar 2004 - Oct 2004	Blue Shield of CA	Worked with an in house team of 20 leads, and subject matter experts (SME) to develop an enterprise taxonomy, lifecycles, workflows, and custom audit data aggregation in support of Blue Shield’s (BSC) Consumer Operations. (Documentum 4i, Oracle, Unix)
Apr-Jun 2003	Screen Actors Guild	Gathered requirements to configure and create basic customizations to WebPublisher in support of the Screen Actor’s Guild (SAG) Web Portal implementation. Provided mentorship and best practices to SAG personnel and a third-party vendor. The environment ran on Windows 2000 servers with content being pushed to multiple servers. (Documentum 5i, WebCache, WebLogic, Oracle)

Nov 2002 – Mar 2003	Wells Fargo	Configured and created customizations to WebPublisher in support of Wells Fargo's Site Migration effort and served as the project's Documentum subject matter expert on Object type/attribute model definition. These customizations involved the WebPublisher interface and additional validations and actions. Assisted developers in migrating legacy data. (Unix, Documentum 4i, ATG, Oracle)
Mar 2002 – Nov 2002	Purdue Pharma	Customized the WebPublisher interface for Purdue Pharma and mentored their developers on Documentum best practices while working in a validated environment. The customizations included new screens, reports and a customized workflow. Templates included with this design used dynamic XSL and xDQL processing. (Windows 2000, Documentum 4i, WebCache/Content Caster, iMarkup)
Oct 2001 - Jan 2002	Och-Ziff	Worked as an Information Architect to design a document image capture application for Och-Ziff a financial company. This application included automatic fax, scan and electronic signature integration. One of the key requirements was defining attribute data sources. (Windows 2000, Documentum, InputAccel)
Oct 2001 – Dec 2001	Alldata	Worked as an Information Architect with AllData and AutoZone engineers to develop an XML authoring application that maximized component reusability, concurrency and allowed lifetime auditing. The application involved an end-to-end process that scanned automotive manuals that were sent to India and converted to XML. These xml documents were imported into Documentum as multiple component objects and became the building blocks to new content. Included, as part of the application was custom authoring and management interfaces. (Unix, Documentum, xMetal, LIMS)
Oct 1999 – Dec 2000	Boeing Airplane Company	Managed a large authoring project that was ATA 100/2100 compliant for Boeing's Service Bulletin Engineering. The application integrated FrameMaker + SGML and Documentum and included heavy customization of both products. (Windows 98, Documentum, FrameMaker, C, Java, Visual Basic and COM)
Oct 1998 – Mar 1999	Qantas Airlines	Technical lead on a large SGML authoring system for Qantas Airlines. This application supported the training department and involved complex component sharing, concurrency, workflow and reuse using custom parsing, bursting and chunking functions. A custom interface was created in Visual Basic for managing the approval process. (Windows, Documentum, C, Visual Basic, Lotus Notes)
1992 – 2003	Various	Involved in countless client initiatives covering multiple industries as a developer, architect and project manager. Developing detailed designs, project and resource plans, and budgets while managing a team of developers.

Company Affiliations

2002-Present	Independent Consultant
1998-2002	Burntsand, Inc., Project Manager
1997-1998	WMI, Consultant
1994-1997	REALOGIC, Inc., Technical Manager
1992-1993	Hammersley Technology Partners, Manager

Education

1997	Java Programming, CCSF
1997	Documentum
1996	Multi-dimensional database analysis with Pilot Software and Information Advantage
1991	Computer Programming, CCSF
1982	Architecture, University of California, Berkeley

Biographical Information

Born	December 3, 1953	Hilversum, The Netherlands
Personal Interests	Freelance Writing, Books, History, Travel, Photography, Motorsports	

Contact Information

Address	34212 Torrey Pine Court - Union City, CA 94587
Email	me@ddavid.com
Website	http://www.ddavid.com
Home	+ 1 510.378.5134
Cell	+ 1 510.493.0927 (USA) + 65 9014 3512 (Singapore)
Skype	+1 510.962.5022