

JOHN SIMPSON

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INFORMATION TECHNOLOGY SPECIALIST

Client & Personnel Management | Business Infrastructure | Web & Application Solutions

Strategic, client-focused **Senior Technology Manager** with two decades of successes - designing, developing, implementing and supporting software, hardware and networking solutions internationally.

- ▶ Adept at anticipating and responding to system issues and finding cost-effective and well-designed solutions to ensure 24/7 optimal system performance across multi-million dollar company growth.
- ▶ Equally effective designing complex applications from the ground up or re-engineering existing apps, project managing to steer complex migration and deployment initiatives from conception to conclusion.
- ▶ Commended for ability to transcend barriers between technology, creativity and business, by aligning and engaging quickly with upper management, coders/developers to strengthening client relationships.

Strategic Planning ■ Client Relationship Management ■ Business Programming ■ Management Consulting
Technology Roadmaps ■ Cloud Computing ■ IT Solutions (SaaS) ■ Business Analysis & Analytics
Performance Enhancement ■ Solutions Focused ■ Application & Website Architecture ■ Project Management

Professional History

MANAGING DIRECTOR

Simpson Consulting, Melbourne VIC

2014 - Current

Launched consulting business to develop and customise content management websites and applications solutions for customers including DRA Creative, AKA Insurance Brokers, Silverwest and Photostorage Australia.

Key Results:

- ▶ Gained accolades for sales promotion system application development within two months, implemented and installed successfully in all 12 countries | Photostorage Australia
- ▶ Collaborated with client-side executive management throughout design and rollout of new website and managing ongoing maintenance through MURA CMS system | AKA Insurance Brokers
- ▶ Built and maintained vendor relationships through design proof of concept for complex online pdf viewer application. Used to upload ten listed resource companies' annual reports and sold on SaaS subscription basis.

"... a rare and exceptionally talented technology leader, John is the thinking man's Software Architect with an eye for design" - Managing Director | AKA Insurance Brokers

DIRECTOR | CHIEF INFORMATION OFFICER

QMaps Technology, Melbourne VIC

2009 -2013

Shaped entire back-end software of online mapping business, developing applications and service to encapsulate readable, interpretable and affordable spatial data/demographics from the Australian Bureau of Statistics Census.

Key Results:

- ▶ Serviced more than 20 customers, in various capacities of SaaS/Web services with specifically built WMS/WFS systems on top of existing platform, to incorporate requests, security and caching for individual business needs.
- ▶ Deeply involved in the server side development, using Cubewerx and Geoserver to allow integration of private web users' data sets with publicly published demographics for analysis tools.

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- ▶ Created and launched Eastern Power network *Capacity Mapping* viewer, offering 20 years forecasting, from backend in ColdFusion together with JavaScript front-end, to still be used five years later.
- ▶ Awarded joint first prize winner for *DemoDrapes™* web application at 2011's inaugural Apps4VIC mashup competition against 122 other entries across three categories.

"His advice and support has always been right on the money. I trust him with any IT decision that we make at QMaps"
- Managing Director | QMaps Technology Pty Ltd

BUSINESS ANALYST | WEB ANALYTICS

KLP Limited, Sydney NSW

2010 - 2012

Orchestrated roll-out of government online customer reports, as Business Analyst, to move into combined business/technical hybrid role, developing complete analytics reporting solution for KLP senior management team.

Key Results:

- ▶ Overcame stakeholder resistance to incorporate analytics in specifications, through successfully lobbying Business Analysts and Solutions Architects to gain 100% incorporation across all stakeholder projects.
- ▶ Inspired team of seven (analysts, developers, stakeholders, programmers) to rebuild online customer reports, minimising error threshold to save \$250K per annum, delivering project on time and budget.
- ▶ Created real-time dashboard and bespoke software, capturing product activity and over 300 individual stats through analytics reporting code for Google Analytics, to improve strategic planning and forecasting.

"John quickly became a critical resource due to his unique ability to make the complex simple, and deliver above and beyond expectations." - Head of Online Service | KLC Wealth

CHIEF INFORMATION OFFICER

Photostorage Australia, Sydney NSW

2000 - 2010

Contributed to global corporation transformation of local business, improving cross-functional communications, providing end-to-end solutions with improved real-time process documentation and accountability standards.

Key Results:

- ▶ Strengthened calibre and quality of IT department, operations, project management and infrastructure, as part of management team, coordinating 15 staff and databases for 12 global businesses.
- ▶ Delivered initial licensing system build, framework and ecommerce (ColdFusion/Oracle) to withstand 11 years of constant growth, handling 120 daily staff usage, 10 million images and over \$100 million in yearly revenue.
- ▶ Remodelled processes and methodologies to support constant changes via design, development, and deployment of e-commerce solutions as **business grew from \$4 million to \$30 million in annual revenue**.
- ▶ Interfaced extensively with Managing Director, to develop algorithm for licensing of images across hundreds of industries, regions, media and unlimited print runs, to have Getty Images note sophistication of system.
- ▶ Seconded to New York as IT representative, reviewed system capabilities throughout USA Business Index Stock takeover, driving cost-saving measures (data centre shutdown, staff lay-offs) to save US\$800K p/a.

"His vision and implementation of the external and internal systems was faultless. John is a man that can turn ideas into reality... truly a well-respected IT guru amongst his peers" - Australasia Sales Manager | Photostorage

Technical Skills

Software: Oracle, ColdFusion, My SQL, SVN, Eclipse IDE, Photoshop, PL SQL Developer, Wordpress, Mura CMS, Cubewerx Mapping Server, Unfuddled SaaS, Geoserver, Jotform SaaS, VMware ESXI, Tortoise, Amazon AWS SAAS.

Languages: CFML, PL/SQL, PHP, JavaScript, HTML, CSS

Databases: Oracle, MY SQL, Access | **Operating Systems:** Mac OSX, Windows Server and Desktop, Linux, HP

Resume Strategy

John was keen to relocate back to Sydney, and a few of his past employers requested an updated resume. He was open to new opportunities and wanted his resume to reflect his leadership and solutions focused brand.

He had been working for the last 6 years on contract, as well as for his family business, so gleaning information about past projects was quite a challenge. He had also specifically requested that we not over emphasize results as his target market knew his workmanship and he didn't want to be seen as bragging.

With this objective in mind, we also identified his brand colours and incorporated them. I used blue to confirm trust, strength and dependability with a pop of bright blue to show a bit of 'coolness' - even though he calls himself a computer nerd he loves to party and have lots of social fun!

Grabbing testimonies from his past employers was to reinforce his Building Presence | Solutions Focused leadership across complex internal and external systems.

John used his new resume to gain a role interstate with one of his past employers.

Note

This resume was written for the Australian market, therefore spelling, dates and acronyms are in line with recruitment standards. The format was changed to sizing (8.5x11) for TORI requirements and names/dates are all fictionalised to protect client privacy.