

MICHAEL I. BLONSKY

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WORK EXPERIENCE

INDEPENDENT CONSULTANT

SEPTEMBER 2011 – PRESENT

<http://michaelblonsky.com>

San Francisco, CA

Business and technology consultant specializing in front-end web development, technology integrations, and business process design. Sample client websites: <http://brune4council.com> (political website); <http://pristinebioproduction.com> (contract manufacturing for a pharmaceutical startup); <http://appsmitten.com> (email marketing and tracking).

Technologies: Python, Google App Engine, Linux, Apache, MySQL, PHP, WordPress, MailChimp

CEO, CO-FOUNDER

MAY 2010 – SEPTEMBER 2011

Perkvine (<http://perkvine.com>)

San Francisco, CA

Responsible for all sales and marketing, and much of the core engineering for both the public website and the mobile web app.

- ◆ Recruited users and restaurants for Perkvine's beta launch in November 2010.
- ◆ Gathered feedback from Perkvine Members and Perkvine Restaurants to help streamline both the submission process and the logistics around event approval.
- ◆ Managed the public launch of the company in January 2011.
- ◆ Planned and executed our first member public event at one of our Perkvine Restaurants (over 300 people attended the event).
- ◆ Played the salesperson role and directly recruited all of the restaurants in the Perkvine Network.
- ◆ Designed and executed all of the marketing programs including weekly HTML emails to Perkvine Members and quarterly newsletters to restaurants throughout the Bay Area.

Technologies: Linux, Apache, MySQL, PHP, Drupal, Amazon EC2/S3

VICE PRESIDENT OF SERVICES AND SUPPORT

AUGUST 2009 – MAY 2010

GoingOn Networks (<http://www.GoingOn.com>)

San Francisco, CA

Member of the senior management team responsible for all aspects of product and services quality, delivery and support.

- ◆ Built a highly scalable, world-class SaaS delivery platform that provides 99.95% availability to university customers like UPenn, Columbia University, Kaplan University and corporate customers like Global Knowledge and Pearson Education.
- ◆ Designed and automated the weekly staging and production code update process. Reduced deployment times from hours to minutes.
- ◆ Hired and managed operations, support and QA teams.
- ◆ Established support procedures, service level agreements and master services contracts.

Technologies: Linux, Apache, MySQL, PHP, Drupal 5 & 6, SVN, Git, Trac, Nagios, Xen

Strategic and technical advisor to the founders. Assisted with the formulation of the go-to-market strategy for the earthfaves recommendation platform.

- ◆ Began the process of establishing a US entity for a pre-money German AG.
- ◆ Designed and developed a Facebook application and website plugin to allow businesses to promote their services and goods on the earthfaves platform and Facebook.

Technologies: Linux, Apache, MySQL, PHP, Facebook API

Member of the founding team at PacketTrap Networks (acquired by Quest Software NASDAQ:QSFT). Responsible for design and development of internal and external systems and processes relating to sales and marketing.

- ◆ Designed and developed corporate website, blog, and community forums.
- ◆ Responsible for all outbound marketing campaigns.
- ◆ Designed and developed Salesforce.com customization and integration.
- ◆ Responsible for IT Operations, QA team and related systems (physical and virtual testing infrastructure, bug tracking systems, support systems).
- ◆ Architected and developed NetFlow module and Web Interface for Perspective Network Management Server.

Technologies: ASP.NET, C# and MS SQL Server, Salesforce SOAP API, Cybersource SOAP API, VMware ESX

Responsible for starting up and building out the virtual appliances initiative for VMware (NASDAQ: VMW). Planned and executed all of the virtual appliance evangelism initiatives globally for VMware and was responsible for defining and managing the VMware Certified Virtual Appliance Program. Completed VMware Certified Professional Certification (VCP).

- ◆ Developed successful ISV outreach/alliances program to recruit software vendors to build production quality virtual appliances.
- ◆ Recruited hundreds of commercial software vendors to join the VMware Virtual Appliance Partner program.
- ◆ Grew the directory of virtual appliances from 4 sample appliances to over 600 virtual appliances including certified virtual appliances from BEA, IBM, Sun, Ubuntu, and RedHat.
- ◆ Established and managed the VMware Certified Virtual Appliance program to allow ISVs to certify that their virtual appliances met VMware production quality standards.

DIRECTOR OF ADVANCED SOLUTIONS
Cast Iron Systems (<http://www.castiron.com>)

OCTOBER 2002 – FEBRUARY 2006
Mountain View, CA

Senior member of the Services organization. Responsible for both pre-sales and post-sales technical details of all key customer engagements globally.

- ◆ Review all sales opportunities from a technical perspective.
- ◆ Responsible for professional services and sales engineer staff development.
- ◆ Chief architect for specific high-profile named accounts (BAT, Toyota, Motorola, etc.).
- ◆ Developed extensions to Cast Iron solution to allow integration with custom systems deployed at various customers.

SENIOR SOLUTION ARCHITECT
Zaplet, Inc. (<http://www.zaplet.com>)

FEBRUARY 2000 – OCTOBER 2002
Redwood Shores, CA

Lead Zaplet's Solutions Architecture team and helped deliver the Zaplet Appmail Server to key enterprise customers. Assisted in architecting the Zaplet Appmail Server and the Zaplet Development Environment. Provided technical support to the business development process.

- ◆ Responsible for managing implementation teams for various client engagements.
- ◆ Worked with engineering team to prioritize, architect, develop, and implement the security and hosting options required for each customer.
- ◆ Developed a Partner Management application (using C#, ASP.NET, SQL Server 2000 and Visual Studio.NET) that was used to manage the Zaplet Alliance Program.

MANAGER
Grant Thornton, LLP (<http://www.gt.com>)

JUNE 1998 – FEBRUARY 2000
San Francisco, CA & Chicago, IL

Managed the netSolutions consulting practice in the Bay Area. Responsible for business development and project delivery at several key accounts.

- ◆ Managed a staff of 15 consultants spread across 20 customers in California.
- ◆ Responsible for business development and sales into customers like Chevron, UCSF, Wells Fargo, and Wonderware.
- ◆ Managed and performed lead architect responsibilities for key customer engagements.

SENIOR SYSTEMS ARCHITECT
Naviant Technology Solutions (<http://www.naviant.com>)

FEBRUARY 1997 – JUNE 1998

Chicago, IL

Lead architect for an Intranet based one-to-one marketing system based on a 2 million customer data mart for the Wealth Management Department of Royal Trust of Canada. Managed a team of five Java developers.

SENIOR CONSULTANT
Accenture (<http://www.accenture.com>)

JUNE 1994 – FEBRUARY 1997
Washington, DC & Boston, MA

Senior member of technical team responsible for delivering two, large-scale Multimedia Goal-Based Business Simulations for GE Capital. Designed and implemented an object-oriented application architecture and framework that was used to develop several Multimedia Business Simulations (using Object Pascal, Visual Basic and various multimedia libraries).

Founding member of the R&D Group tasked with architecting a client-server approach to handling offline data analysis of complex mainframe data (used for audit and compliance).
Member of implementation teams for large-scale mainframe system conversions at Blue Cross Blue Shield of South Carolina and Transamerica Insurance in Los Angeles.

EDUCATION

Johns Hopkins University. Baltimore, Maryland. *Master of Science Business and Technology.*
August, 1995.

Tufts University. Medford, Massachusetts. *Bachelor of Arts in Art History and Architectural Studies.*
May, 1991.