

# Mark Freedman

Senior Software Engineer

aws  certified

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## SUMMARY

Mark Freedman has served as consultant, developer, leader, and mentor. He founded successful consulting and software firms, including a travel software startup.

Mark's first startup's revenue doubled annually. He was director and architect at one of the fastest growing companies in the northeast US, helping to spark a 23,000% growth. He simplified their dev and monitoring systems, which led to annual savings of \$100,000s and hundreds of troubleshooting hours.

Mark is an expert in travel, billing, communication, claim processing, and customer service systems. He serves as an advisor with an innate ability to help people grasp complex concepts, and is often called upon to assist struggling developers and teams.

Mark has a strong passion for software. He formed tech groups that helped revive the local development community. For those efforts, he was named a 2010 INETA Champion. Mark also led a game software developer group in southwest Florida.

## EXPERIENCE

### nXus Software – Boca Raton, FL

#### Co-Founder & CTO | 2016 – Present

- Co-founded, designed, and developed the first business travel SaaS of its kind.
- Simplifies the research, comparison, and booking of corporate travel (air, lodging, rental cars) amongst several destination options, from multiple origins.
- Integrates with third-party APIs.
- Front-end built with Vue.js and Vuetify (Material Design UI), with back-end built with ASP.NET Web API (C#), served on AWS.

### DGDean – New York, NY

#### Sr. Software Engineer | May 2016 – Present

- Developed various SaaS platforms for startups, including:
  - Enhanced Customer Experience (CX) front-end and back-end system, integrating with third-party ACD and cloud contact centers, such as Amazon Connect. Heavy use of AWS Lambdas and CFT infrastructure configurations.
  - Back-end to a mobile rebate platform allowing users to scan receipts, and using OCR and various algorithms to match UPC codes and retailers. High success matching rates attracted licensing opportunities for the engine.
  - A PBM (HIPAA-compliant) system for adjudicating and pricing pharmaceutical claims. Rapid integration of legacy systems allowed for short ramp-up time of both transferred and new pharmacy clients.

### Mark Freedman Consulting / LorMarSoft, LLC

#### Founder & Lead Software Consultant | 1990 – Present

- Built dynamic form builder tool (full stack) for a leading local software product company, used to generate leads for their product's customers.
- Built automated messaging (SMS and email) Windows, interfacing with Twilio.
- Built dynamic front-end for student challenge site.
- Built full-featured, full-stack FCCC website (<http://f3c.org>) supporting all Florida camera clubs with competitions, judging, galleries, payments, notifications. Doubled participation from old site and received rave reviews.
- Built full-stack, web-based SaaS system to configure and expose public API for a top Web-based marketing company.
- Built vertical market medical billing system and auto insurance processing system.
- Mentored client development staffs.

## SKILLS

### Roles

Engineer, Architect, Developer, DevOp, Mentor, Leader, Consultant

### Applied Skills

◆ System Integration ◆ Travel ◆ Billing ◆ Communications ◆ IVR ◆ Customer Service ◆ UX ◆ Monitoring and Alert ◆ Standards ◆ Automation ◆ HIPAA ◆ PCI ◆ SOX

### Software Skills

◆ .NET ◆ C# ◆ JavaScript ◆ Node.js ◆ AWS ◆ Vue.js ◆ React.js ◆ AngularJS ◆ Python ◆ PHP ◆ Objective-C ◆ Cocoa Touch ◆ GameMaker ◆ EF ◆ REST APIs ◆ SQL Server ◆ Oracle ◆ MySQL ◆ HTML ◆ CSS/LESS ◆ Bootstrap ◆ Backbone.js ◆ WordPress ◆ Twilio ◆ TeamCity ◆ Git ◆ Mercurial ◆ Delphi ◆ Many more

## CONTRIBUTIONS

Writer:

◆ Several articles on AWS, software career advice, development, etc., on my website (<https://MarkFreedman.com>) and on <https://dev.to>.

Co-founder:

◆ Fairfield/Westchester .NET and SQL Server User Groups (800 developers)  
◆ Ran several code camps focusing on modern development technologies and techniques

Advisory board

◆ New England F# User Group

Member

◆ NY Area Tech Group Organizers

Tech reviewer:

◆ *Orchard CMS* (O'Reilly)  
◆ *Getting Started with Windows 8 Apps* (O'Reilly)

## Weird Candle, LLC

### Founder & Software Engineer | Mar 2013 – Present

- Architected and launched the iOS game *Whack the Vines* using Objective-C and Cocos2d.

## LiftEngine – Pearl River, NY

### Software Architect | Apr 2013 – Feb 2015

- Improved clients' marketing reach over 40% by building SaaS systems for providing data modeling and analytics of over 3,000 demographic data points.
- Built and published REST-based API for client system integration into our AI engine.
- Created Web-based data loading and processing automation utilities for internal and client productivity improvements.

## Webloyalty.com – Norwalk, CT

### Sr. Director, Software Development | Dec 2008 – Feb 2011

### Sr. Software Architect | May 2000 – Nov 2008

- Nurtured and mentored quickly maturing development staff, and set up internal training sessions and hands-on resources for latest technologies and best practices.
- Architected operational and financial systems for ease of maintenance, operations, management, and integration with internal and third-party systems.
- Built systems including customer service (top response rates in the industry), batch and real-time billing (200k daily transactions), financial reconciliation and support suite, communications (200k daily emails and offline mailings), and IVR.
- Internationalized systems to support US, Canadian, UK, French, and German business by integrating with third-party vendors using a hybrid of security technologies.
- Developed customer service migration process and architected integration between internal admin system and multiple third-party call centers.
- Created software and procedures for operations, monitoring, and alert systems that saved \$100,000s and hundreds of annual troubleshooting hours and recovery costs by proactively identifying potential issues and preventing financial liabilities.
- Conceived and implemented automated build / CI processes.
- Promoted to Director in 2008 due to contributions as linchpin in company's 23,000% hyper-growth.
- Set standards for the SDLC process, team integration (QA, DBA, SCM, and PMO), monitoring and support, code reviews, PCI, SOX, PII, and legal compliance.
- Streamlined ops and monitoring, cutting resource requirements over 75%, minimizing off-hour support.

## Integrity – Danbury, CT

### Founder & CTO | 2005 – 2008

- Architected, designed, and built prototype for *Connections*, a relationship-based data organization tool.
- Secured angel funding and attracted other potential investors by creating business plan and executive summary.

## CMC International – White Plains, NY

### Founder & Software Consultant | Mar 1990 – May 2000

- Led staff of 25, with annual profits of \$500,000 to \$1,000,000.
- Mentored and guided employee and consultant career development.
- Consultant, mentor and trainer at several Fortune 500 firms, using Visual Basic, PowerBuilder, Clipper, Microsoft SQL Server, Sybase SQL Server, Oracle, FoxBASE, dBase, and Microsoft Access.
- Clients included Pepsi, Sony, COMEX, DBL, Schick, Lipper Analytical, and New York Blood Center.
- Architected, designed, and developed sales forecasting systems for clients including Schick and Pepsi.
- Built internal Web-based HR and task management systems.
- Invented and developed *CUAccess*, a packaged SAA/CUA-compliant library allowing Clipper developers to create event-driven apps that "look and feel" like Windows.
- Architected and designed *PowerScope*, a packaged object browsing tool for PowerBuilder.
- Led business development and growth, secured funding, developed partnerships and cooperative ventures, and created sales and marketing strategies and materials.

From 1985 through 1990, also worked as a developer for Drexel Burnham Lambert, Charles of the Ritz, and Bankers Trust.

## REFERENCES

To read full recommendations, please visit my LinkedIn Page: <http://linkedin.com/in/markfreedman>

"Mark...is a focused thought leader and great mentor willing to lend his expertise and knowledge to the junior development team and is well respected by his peers...he is always up to a challenge, leaving no stone un-turned and delivers a quality product every time."

*Terry Harris*  
PMP, Webloyalty

"Mark has been an extremely positive influence in my career, both as my manager and later as my peer."

*John Zablocki*  
Director of Information Technology at EF Foundation for Foreign Study

"Mark is a motivational leader, partnering with his team to grow and proactively manage change. When working with him you can depend upon the large and small project details being addressed."

*Gina Carey*  
Founder of Carey CFO Services

"Passionate, fun, kind...and dedicated to seeing through whatever he starts. Mark worked for me at Drexel, but I think it was I who worked for Mark. I could not have been successful without him."

*Nick Ventresca*  
CIO, Leader and Mentor

"Mark is a born leader with an attention to detail like no other I have ever worked with. It was a pleasure and honor to work for Mark both professionally and personally as he truly understands how to balance both work and life."

*Kenneth Benoit*  
Senior Software Developer at State Of Connecticut Judicial Branch

"Mark has been an outstanding co-leader of the Westchester .NET group. He has also organized and managed major successful Code Camp events for the Westchester and New York .NET groups. He is extremely well organized, reliable and resourceful. I recommend him unequivocally."

*William Zack*  
Cloud Technical Solutions Specialist at N3, LLC

## AWARDS / CERTS

AWS Certified Cloud Practitioner

INETA 2010 Q2 Champion Award (annual)

A founding member of IT Department at Webloyalty, which received Technology Fast 50 and Technology Fast 500 for Connecticut (2005 – 2008) and on AlwaysOnMedia's list of Top 100 Private Companies.

Certified PowerBuilder Developer