

# Justin Hoffman

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## Digital Technology Leader

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A highly experienced online decision-maker with year-after-year success within leading digital organizations achieving revenue, profit and market growth objectives. Broad experience in application development, project management, SDLC, and standardizing online best practices.

Staff Development & Leadership | Technical Project Management | Mobile Application Development  
Open Source Development | Search Engine Optimization | 3<sup>rd</sup> Party Technology Integration

### PROFESSIONAL EXPERIENCE

#### **2U, New York, Oct 2013-current**

##### ➤ **Senior Director, Product Development** (Oct 2013-current)

*2U partners with top tier universities to create the world's best online programs via cloud-based software-as-a-service technology.* Functional areas of responsibility include Python Development, Salesforce Development and Agile best practices. Managing 9 direct reports. Reporting to organization SVP

- **Project Lead on Large Scale Application Development** – Unified Communication initiatives to retire expensive Marketing applications (Marketo) and transition to modern open source APIs and frameworks.
- **Salesforce Development** – Leading a team of 6 Salesforce Devs to handle CRM data warehouse and application integration for 15 top tier Universities (Syracuse, USC, UNC, Georgetown)
- **Agile Software Development** – Spearheaded new SDLC workflow changes using JIRA (GreenHopper) as a backbone for business processes and reporting, to unify a mixture of departments into a single workflow.

#### **Visual Alchemy / Medical Knowledge Group, New York, Sept 2011-Oct 2013**

##### ➤ **Vice President, Director of Technology**

*Visual Alchemy is a digital Creative Agency, with primary focus on digital marketing strategies for a wide range of Medical & Pharmaceutical clients.* Responsible for Application Development, Creative and Digital Strategy, and all digital Technology growth initiatives. Functional areas of responsibility include development, quality assurance, UX / UI, and digital reporting & analytics. Hold P&L accountability. Managing 13 direct reports. Reporting to organization EVP, Chief Creative Officer.

- **Project Lead on all Digital Initiatives** – Interactive / Rich Media Development, Various Cloud Based (AWS) Mobile Speaker Training apps (iOS, Android) and enterprise level CMS integration using Python/Django MVC Framework.
- **Technology Upgrades** - Led initiatives to integrate 3<sup>rd</sup> party eContracting systems, Business Intelligence tools, various Medical / Legal databases, and Core Development tool upgrades (SOLR, Jenkins, GIT)

#### **TheStreet.com, New York, 2009 – 2011**

- **Vice President, Development** (2010-2011)
- **Director of Project Management** (2009 – 2010)

*TheStreet is a leading digital financial media company whose network of digital services provides users and subscribers through a range of online, social media, tablet and mobile channels.* Led strategic key projects including eCommerce, Financial Market Data, and Open Source CMS integration. Functional areas of responsibility including web application development, project management, web support and client services. Held P&L accountability. Managing 15 direct reports. Reported to CIO & CTO.

- **Project Lead on Company Initiatives** – eCommerce Development and Data Management using Salesforce SaaS Cloud, Migration to Drupal CMS from Proprietary Legacy System.
- **Mobile Application Development** – Successfully launched apps on various mobile platforms (iOS, Android, Nook, Blackberry, Mobi Site) including the 1<sup>st</sup> Financial Publication on Apple's iOS Newsstand.
- **Vendor Management** – Aligned with strategic partners to provide technology support and grow organization culture (Phase2 Drupal, Lullabot, Eliassen Agile, IDC, Salesforce)

### **Nielsen Business Media, New York, 2001 – 2009**

- **Vice President Digital Product Development** (2007-2009)
- **Director of Technology / Project Planning** (2005 – 2007)
- **Sr. Developer** (2001 – 2005)

*Nielsen is a global information and media company with recognized brands in marketing and media information, online intelligence, business publications and trade shows.* Responsible for day-to-day digital product development for 42 international publications, 135 trade shows and conferences, and 35 Blog and newsletter products. Held P&L accountability. Functional areas of responsibility including project management, design and production, search engine optimization, support and client services, advertising and creative services. As VP, managed 25 direct reports, including offshore development in India. Reported to Senior Vice President.

- **Brand Repositioning** – Project lead for online strategic and creative rebranding for major publications such as Billboard, Adweek and the Hollywood Reporter.
- **Technology Upgrades** - Led initiatives to integrate new 3<sup>rd</sup> party Vertical Search technology (Google, Inform, Endeca and nStein ) and Ad Serving platforms (DFP, CheckM8, DoubleClick)
- **Search Engine Optimization** – Developed SEO/SEM best practices in conjunction with Google Analytics in early stages of SEO discovery which led to organic traffic growth 50% - 100% year over year for specific online products.

### **VNU eMedia / Sun Microsystems, Sr. Application Developer, New York, 2000 - 2001**

Hired during online startup for Dutch Publisher VNU, building 12 websites for newly acquired Miller Freeman publications including Billboard.com, Adweek.com, HollywoodReporter.com and Editor & Publisher. Led the technology integration for new magazine acquisitions onto a centralized JSP hosted platform.

- **Core Java Development** – Created applications to be used across VNU eMedia websites including commerce interfaces, dynamic article & chart system (CMS), and newsletters.

### **QUALIFICATIONS**

**Client-Side Coding:** HTML5, CSS3, JavaScript, XML, XSLT, AngularJS, Flash (AS2/AS3), Apache Struts, AJAX, APEX

**Server-Side Coding:** Java (J2EE), PHP, Python, JSP, ASP

**Open Source Frameworks:** Drupal, Django, WordPress, Plone, Joomla,

**Technology:** JIRA, MS Project, Office Suite, Gantt Project, KPlato, Codendi, Omniplan, Microsoft Office Project Server, SaaS

**Development Methodologies:** Agile, Iterative model, Scrum, Database modeling, Object modeling

### **PROFESSIONAL AWARDS**

**2012** – OMNI Award – Best Interactive / Medical – AMCP PI Live Event Touchscreen App

**2008** – Web Marketing Association, B2B Standard of Excellence – ContractMagazine.com

**2007** – MIN Best Companion Site – THResquire.com

**2006** – Ozzie Award Best Website Redesign – TheHollywoodReporter.com

### **EDUCATION**

Hofstra University, Hempstead, NY      BA, Communication, June 2000

Sun Web Educational Services, **Java Application Development Certification**, 2003

The Learning Tree, Continuing Education, **Project Management Methodologies**, Spring 2007

New School University, **API Web Services Technologies**, 2008

Scrum Alliance, **Scrum-Master Certification**, 2010

Salesforce, **201 Administrator Certification**, 2011