



MICHAEL E MAYFIELD

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Senior Solutions Architect · Contract Programmer

Software	Web/Internet	Platforms
C#/C++ · VB.NET · SQL Server · SharePoint · CRM	ASP.net · ASP · HTML/DHTML · JavaScript · VBScript · XML/XSL · IIS · WebServices · eCommerce	Windows Vista, Longhorn, XP, 2003, 2000, NT, 98-3.1 · PDP-11 · VAX · Alpha

Summary of Qualifications

- **Exceptional Experience:** Over 30 years of professional experience and success in Information Systems and Technology. Experienced in architecture, design, development, and management of successful software products. Rated #4 Architect Evangelist world-wide by Microsoft in 2006.
- **Consistent Success:** President/CEO of Northwest Digital Software, Inc. since 1979 (30 years). Responsible for all aspects of business operation, including P&L, marketing, personnel management, and project management.
- **Proven Results:** Architected and managed over 30 successful software development projects, with budgets ranging from \$10K to \$3.7M.
- Consistently produce exceptionally high quality results on schedule and within budget.
- Industry-leading expert and mentor in software development in .NET 1.1 - 3.5, Visual C#/C++, Visual Basic.NET, Visual Basic, ASP.NET, ASP, SQL Server v6.5-2008, JavaScript/VBScript, and Win32 API.
- Developed three Top-10 products: WORD-11, RPM, and The LINK. Impeccable, proven track record.
- Top industry award winner, including sweeping IACA's *Best of the Web 2001* in every category. This had never been done before and has not been repeated since.
- Excellent communications skills bridge the gap between management and developers. Work equally well with Board of Directors of a Fortune 100 company or manager of a small startup.
- Popular speaker on three continents. Author of three technical books and dozens of technical articles in several computer industry magazines.



Objective

- Key position in project architecture, design, development, or management for technically challenging software development projects.
- Provide elegant and professional solutions to client needs.
- Work with your team or build a team for you to ensure successful project completion, on time and within budget.

Skills

- **Languages:** Visual C#/C/C++ v1.1-3.5, Visual Basic.NET v1.1-3.5, VB6, ASP.NET, JavaScript, VBScript, COM/DCOM/ActiveX, HTML/DHTML, XML, XSL, SQL, ADO.NET, UML, DCL, 80x86 Assembler, VAX Assembler, Alpha Assembler, PDP-11 Assembler, MC68000 Assembler
- **Web:** ASP.net, ASP, HTML/DHTML, CSS, JavaScript, VBScript, sockets, TCP/IP protocol internals
- **Tools:** Microsoft Visual Studio.NET, .NET Framework 1.1 thru 3.5 (*including internals and beta tester for future Rosario version*), Microsoft Office (*Word, Excel, PowerPoint, Access, Outlook, Visio, and Project*), Microsoft WinFX (*including Presentation Foundation (Avalon/Cider), Workflow Foundation, and Communication Foundation (Indigo)*), Microsoft FrontPage, Microsoft Source Safe, LLBL, PhotoShop, Internet Explorer, FireFox, RoboHELP, RoboHTML, Crystal Reports, ADO/ODBC/DAO for SQL Server and MS Access database integration
- **BackOffice:** SharePoint (WSS/MOSS), Microsoft CRM, Internet Information Server (*IIS*), Microsoft SQL Server (*6.5-2008*), Visual Studio Team Suite Server, Microsoft Message Queue Server, Exchange Server, Proxy Server, BizTalk
- **Database:** Microsoft SQL Server (*6.5-2008*), ODBC, ADO/DAO, Microsoft Access, OLEDB
- **Operating Systems:** Windows Vista, XP, 2003, 2000, NT, 98-3.1, MS-DOS, OpenVMS, RSTS/E, MacOS
- **Platforms:** .NET 1.1 thru 3.5 and Rosario, Windows-32/16, Windows DNA, 80x86, Alpha, PDP-11, MC68000, VAX, Macintosh
- **Documentation:** Created functional, design, and technical specifications, use cases, user documentation, and online help for dozens of projects and products.
- **Interpersonal:** Excellent communications skills provide efficient interface between management and developers.
- **URLs:** <http://mobile.msn.com>, <http://www.studentambassadors.org>, <https://fortress.wa.gov/lni/arts/Menu/MainMenu.asp>, <http://www.dol.wa.gov/unfc/uccfront.htm>, <http://www.SweepsWizard.com>, <http://www.Gateway.com>.



Microsoft Windows SharePoint Services 3.0
Application Development

Products

- **US Pentagon:** Solutions Architect and senior developer on the Task Management Tool (TMT) project. The resulting product is in use by the Multinational Force in Iraq (MNFI), US Air Force, and US Marine Corp and is now being planned for use across all branches of the US military. Technologies include Microsoft CRM with custom C#/ASPX/SQL extensions. (*Ascentium: 09/08-01/09*)
- **Washington State, Public Works Board (CTED):** Solutions Architect responsible for design and implementation of the new PWeB loan management system. The resulting product was found to be substantially more flexible than anticipated and is now being planned for use by several other state agencies. For more information, see <http://www.pwb.wa.gov> (*WA Public Works Board: 08/06-12/07*)
- **Microsoft MSN Mobile:** Senior Developer (SDE4) responsible for various infrastructure enhancements for the core and reporting services of the MSN Mobile web site. Improved identification of wireless carriers by over 80%. (*Microsoft Corporation: 08/05-12/05*)
- **Ambassador Programs, Unified Database:** Senior Architect responsible for complete re-architecture and replacement of all major in-house systems. Ambassador Programs is an educational travel and student exchange organization founded by President Dwight Eisenhower and chaired by every sitting president since that time. This was a high-visibility, mission-critical project with a \$3.7M budget. (*Ambassador Programs, Inc: 03/03-07/05*)
- **Washington State, Department of Labor and Industries:** Architect and team leader for the ARTS Apprenticeship Registration and Tracking System project. After 15 months of an 18 month project, I was brought in to recover this failing project. In three months, the project was redesigned from scratch and developed within the original schedule using a team I built. The project was delivered within the original deadline under a fixed bid. For more information, see <https://fortress.wa.gov/lni/arts/Menu/MainMenu.asp>. (*WA Dept. of Labor and Industries: 08/02-11/02*)
- **Washington State, Department of Licensing, UCC:** Architect and team leader for complete re-engineering of all Uniform Commercial Code (UCC) activities. Replaced an IBM mainframe system with an enterprise-level, client/server solution. One of the largest projects in Department of Licensing for 2001. The resulting solution was "better than we ever dreamed", with typical processing times reduced from over two weeks to less than one day. Received IACA's *Best of the Web 2001* award in every category. For more information, see <http://www.dol.wa.gov/unfc/uccfront.htm>. (*WA Dept. of Licensing: 10/00-08/01*)
- **Microsoft Home:** Showcase home of the future used by Microsoft to explore home-based technology. Bill Gates first introduced this "home" in a live video feed at CES in Las Vegas. It is used to highlight Microsoft's vision of future computing to industry VIPs in Microsoft's Executive Briefing Center. I was responsible for designing and creating middleware that provided access to all the hardware in the home by making the hardware look like an integrated XML structure. Written in JavaScript and C++, plus associated programming in Visual Basic, DHTML/JavaScript, and ASP/JavaScript. For more information, see the article in [USA Today](#) or [Yahoo](#) or visit <http://www.microsoft.com/mshome>. (*Microsoft: 10/99 – 6/00*)
- **SayNoToSpam:** Eliminates spam and viruses from Email using a new patent-pending technology (I hold the patents). Responsible for all phases of technology, including architecture, all programming, web site design, and web development. Written in C++ with web support using ASP with DHTML/JavaScript and DHTML/VBScript. Marketed on the Internet at <http://www.SayNoToSpam.com>. (*Northwest Digital: 09/01-07/02*)

- **SweepsWizard:** Client/server program that automatically enters users in sweepstakes on the Internet. Uses a combination of embedded browser OCX, DHTML, ASP, ODBC, SQL, and Access. Written in Visual Basic with client-side JavaScript and server-side ASP/VBScript with ADO to Microsoft Access on Windows NT and IIS. Marketed on the Internet at <http://www.SweepsWizard.com>. (PSA Inc: 1/99 – 10/99)
- **InternetCD:** Custom developed tools that allow an Internet web site to be automatically converted to deploy from CD-ROM. Used in place of brochures by leading companies (over 250,000 by Gateway). The tool accesses, parses, and translates web pages as necessary for use from CD-ROM. Written in Microsoft Visual C++. Free samples available upon request. (Northwest Digital: '97-'98)
- **Vacation Dreamer USA:** Consumer product that helps plan a vacation to anywhere in the USA. Contains information and photos on over 60,000 hotels and attractions. Search engine provides Artificial Intelligence features for finding hotels and attractions based on user-specified criteria. Written in a combination of Visual Basic (for the GUI interface) and Visual C++ (for the backend DLL used for CPU-intensive processing). Designed and laid out four-color packaging. (Piranha Interactive: '95-'96)
- **DCLwindows:** OpenVMS program that provided a Windows-style graphic interface to Compaq-Digital's DCL language used on the VAX and Alpha. Patented technology allows the display of graphic icons on a text based terminal. Also provided multi-session support for OpenVMS users. Written in DEC C. (Northwest Digital: '93-'94)
- **WORD-11/WS-11:** The industry-standard program for word processing on DEC VAX/Alpha OpenVMS and PDP-11 RSTS/RSX/RT11. This was a Top-10 program several years in a row and is still in use in many sites after a 25-year life. WORD-11 was originally determined by Compaq-Digital to be impossible to write for the target environment, but has since gone on to generate millions in sales. Written in DEC C and assembly language. (Data Processing Design: '77-'79)
- **The LINK:** Provides tightly-coupled multiprocessing for PDP-11 RSTS/E systems. Up to 15 computers can be networked to increase the potential number of users supported from 63 to 945. Written in PDP-11 assembly language. This product was very well received and enjoys a 90% market share. (Northwest Digital: '85-'95)
- **RPM:** The RSTS Performance Monitor. Artificial Intelligence techniques are used to automatically analyze system performance, identify the cause of problems, and suggest a solution in the form of an easy-to-read report. Problems are identified down to individual system calls within specific programs. This was a Top-10 product. (Northwest Digital: '89-'95)

Work History

Ascentium

12/07-01/09

518 W. Riverside, Spokane, WA 99201

Kim Pearman-Gillman, Director 509-209-2228 Kim.Pearman-Gillman@ascentium.com

Solutions Architect

As Solution Architect, I help clients understand the value in bridging creative and marketing resources with technology and then working with an Ascentium or combined Microsoft–Ascentium team to ensure consistent best practices for delivering projects that bring these disciplines together. Projects include strategic technology roadmap planning, software architecture design, and advanced programming development for many clients. As an expert in many technical disciplines and Microsoft product stacks, I provide a trusted resource for customers and internal Ascentium teams.

Northwest Digital Software, Inc.**1979-Current***61 Bigfoot Road, Newport, WA 99156, 509-447-5631**President/CEO*

Founded the company in 1979 to provide quality in-house software development and outside consulting services. This software development and consulting company has lead the industry with a record of extremely high quality and exceptional customer satisfaction. Responsible for all corporate activities, including P&L and management of employees. During 30 years of continuous operation, I have been directly responsible for many successful in-house and consulting projects and products, including industry-leading, award-winning, and Top-10 products.

The work history shown below was undertaken under contract to Northwest Digital Software Inc.

Washington State, Public Works Board**08/06 – 12/07***Olympia, WA. 98504**Terry Davis, Finance & Policy Manager, 360-586-4124, Terry.Davis@pwb.wa.gov**Architect, Lead Developer, PWeB Project*

The PWeB project was a complete redesign and replacement of the Public Works Board's loan and grant management system. The application was a mixture of ASP.net 2.0 web and Office (Word/Excel) form data extraction. A custom library of web controls was developed that allowed creation of web pages with automatic generation of database access and business rules to reduce or eliminate the need for code-behind programming. A dynamic query builder and report merge allowed creation of reports by non-technical users without programming. Development was in C# v2.0, SQLServer 2005, XML, and DHTML.

Washington State, Department of Labor & Industries**06/06 – 07/06***Tumwater, WA. 98504**Mark Delaplaine, L&I Chief Architect, 360-902-5892**Architect, Smart Client Project*

Responsible for designing the enterprise-level architecture for Smart Client mobile computing for all future Labor and Industries projects. Deliverables included:

- Occasionally-Connected Smart Client design and specification
- Definition of reference application to be developed by LNI

Microsoft – Architect Evangelist**01/06 – 05/06***One Microsoft Way, Redmond, WA 99052,**Warren Wilbee, ISV Architect Evangelist, 719-232-7810, wwilbee@microsoft.com**Architect Evangelist Level 4*

As an ISV Architect Evangelist I was responsible for improving partner satisfaction and accelerating Microsoft platform adoption by providing architectural guidance for 80 of Microsoft's Top-2% managed ISV partners. The position required an intense knowledge of overall architectural and design best-practices, with an emphasis on new, about-to-be-released technologies. Technologies emphasized included Visual Studio 2005/2008 (*Orcas*), SQL Server 2005, Windows Vista and Longhorn Server, Office Enterprise 2007, WinFX (*including Presentation Founding (Avalon), Communication Foundation (Indigo), and Workflow Foundation*), SharePoint, BizTalk and other emerging Microsoft platform products. All ISV partner contact was with key technology decision makers, typically at the CTO or President level. Within four months, I became the #4 evangelist in the world for FY06, eclipsing other evangelists that had worked for the entire year.

Microsoft – MSN Mobile**08/05 – 12/05**

One Microsoft Way, Redmond, WA 99052,
Zankar Thakar, SDE Lead, 425-706-1028, zankart@microsoft.com

Software Development Engineer Level 4 (SDE4)

Senior software developer on the MSN Mobile server system. This system provides all access to MSN Mobile for all cell phone access world-wide.

- Designed and developed an ASAPI filter to identify the carrier for all cell phone transactions using MSN Mobile. Improved identification of wireless carriers by over 80%. Programming was in C# v1.1 and v2.0, plus C++.
- Used by 10 million users, world-wide.
- Goal was to not impact performance by more than 10%. As implemented, the impact was so low it was not statistically measurable.
- Responsible for various infrastructure enhancements for the core and reporting services of the MSN Mobile web site (<http://mobile.msn.com>).

Ambassador Programs Inc.**04/03 – 08/05**

Dwight D. Eisenhower Building, 110 S. Ferrall St., Spokane WA 99202, 877-787-2000
Robert Folie, Vice President, Information Technology, robert.folie@ptpprograms.org

Senior Architect, Lead Developer

Responsible for complete re-architecture and replacement of all major in-house systems, including personalized mass-mail marketing, travel reservations booking and services, customer relations management, incident response management, and delegate assistance.

- Designed and specified all portions of these programs
- Created or prototyped most of the user interfaces and supporting libraries
- Developed the most critical portions of the programming

Ambassador Programs is an educational travel and student exchange organization founded by President Dwight Eisenhower and chaired by every sitting president since that time. They send an average of 30,000 students and professionals on international, educational travel each year. This was a high-visibility, mission-critical project with a \$3.7M budget. The resulting products from this project have already been responsible for a 20% increase in revenue.

The project was completely .NET based, with a combination of VB.net, C#, and JavaScript using ASP.net and Windows forms, plus Interop with custom C++ libraries.

Washington State, Department of Labor & Industries**01/03 – 06/03**

Tumwater, WA. 98504, 360-902-5954
Tom Cresia, Project Lead/Manager, tcresia@dol.wa.gov

Architect, Lead Developer, ARTS Project

The Apprenticeship Registration and Tracking System (ARTS) system provides comprehensive automation support to the administrative arm, L&I's Apprenticeship Program, serving apprentices in over 100 occupations and 270 apprenticeship programs. The application was developed using Microsoft Visual Studio (DHTML, ASP, VBScript, JavaScript) and MS SQL Server 2000. Several custom objects were used to assist in page creation, look-and-feel, database access, and validation. Took over this failing 18-month project. Re-worked entire project and completed in 6 months, meeting the original deadline.

SayNoToSpam**10/01 – 07/02***Northwest Digital, Newport WA, In-house, Architect/Developer*

Completely eliminates spam and viruses from Email using a new patent-pending technology (I hold the patents). Responsible for all phases of technology, including architecture, all programming, web site design, and web development. Lead a team of two web developers and one business developer. Wrote primary server code, critical sections of the ASP code, and an ATL OCX. Lead a team of three people in development and coordinated with business development and marketing. Written in C++ with web support in DHTML/JavaScript and DHTML/VBScript. Marketed on the Internet at <http://SayNoToSpam.com>.

Washington State, Department of Licensing, UCC**10/00 – 09/01***405 Black Lake Blvd #2, PO Box 9020, Olympia WA 98502
Janie Peterson, 360-664-6538, jpeterson@dol.wa.gov**Architect, Team Leader*

Complete re-engineering of all Uniform Commercial Code (UCC) activities. Replaced an IBM mainframe system with an enterprise-level, client/server solution. One of the largest projects in Department of Licensing for 2001. The resulting solution was "better than we hoped for", with typical processing times reduced from over two weeks to less than one day. Received IACA's *Best of the Web 2001* award in every category (*the only time this has ever been achieved*). For more information, see <http://www.dol.wa.gov/unfc/uccfront.htm>.

Microsoft – Microsoft Home**10/99 – 06/00***One Microsoft Way, Redmond, WA 99052,
Jonathan Cluts, Lead Program Manager, 425-936-4048, jonc@microsoft.com**Software Developer (SDE3)*

Showcase home of the future used by Microsoft to explore home-based technology for the future. Bill Gates first introduced this "home" in a live video feed at CES in Las Vegas. It is used to highlight Microsoft's vision of future computing to VIPs in the Executive Briefing Center. Responsible for middleware that provided interface to all hardware in the home by all user interfaces by making all hardware look like an integrated XML structure. Written in JavaScript and C++, plus associated programming in Visual Basic, DHTML/JavaScript, and ASP/JavaScript. Part of a team of six developers and three hardware support engineers. For more information, see the article in [USA Today](#) or [Yahoo](#) or visit <http://www.microsoft.com/mshome>.

SweepsWizard**10/98 – 9/99***Northwest Digital, Newport WA, In-house, Architect/Developer*

Client/server program that automatically enters users in sweepstakes on the Internet. Uses a combination of embedded browser OCX, DHTML, ASP, ODBC, SQL, and Access. Written in Visual Basic with client-side JavaScript and server-side ASP/VBScript with ADO to Microsoft Access on Windows NT and IIS. Marketed on the Internet at <http://www.SweepsWizard.com> and published by Piranha Interactive.

InternetCD**6/97 – 4/99***Northwest Digital, Newport WA, In-house, Architect/Developer*

Custom developed tools that allow an Internet web site to be automatically converted to deploy from CD-ROM. Used in place of brochures by leading companies such as Gateway and ViewSonic (over 250,000 by Gateway Computers). The tool accesses, parses, and translates web pages as necessary for use from CD-ROM. Written in Microsoft Visual C++.

WAAY TV**8/95 – 6/98***WAAY TV, Huntsville AL, Architect/Team Lead/Developer*

Designed and managed totally new architecture to automate all aspects of the TV station, including presales, sales support, scheduling of advertising onto programming to maximize revenue, interface with real-time switching equipment to air advertising, and post sales accounting. The scheduling of advertising used advanced heuristic and recursive techniques that allowed hundreds of commercial spots to be dynamically rearranged in real-time, even immediately before airing. This had never been accomplished before in the television industry and the corresponding efficiencies allowed a 50% reduction in staff for the Traffic department that processes orders and scheduled commercials. Written in a combination of Visual Basic, C++, DHTML, and Crystal Reports. Lead a team of five developers in a combination of onsite and offsite work.

Vacation Dreamer USA**1995***Northwest Digital, Newport WA, Architect/Team Lead/Developer*

Consumer product that helps plan a vacation to anywhere in the USA. Contains information and photos on over 60,000 hotels and attractions. Search engine provides AI features for finding hotels and attractions based on user-specified criteria. Written in a combination of Visual Basic (for the GUI interface) and Visual C++ (for the backend DLL used for CPU-intensive processing). Lead a team of five developers.

DCLwindows**1994***Northwest Digital, Newport WA, Architect/Team Lead/Developer*

OpenVMS program that provided a Windows-style graphic interface to Compaq-Digital's DCL language used on the VAX and Alpha. Patented technology allows the display of graphic icons on a text based terminal. Also provided multi-session support for OpenVMS users. Written in DEC C. Lead a team of two developers.

The LINK**1987 – 1995***Northwest Digital, Newport WA, Architect/Team Lead/Developer*

Provides tightly-coupled multiprocessing for PDP-11 RSTS/E systems. Up to 15 systems can be networked to increase the potential number of users supported from 63 to 945 or to increase performance. Written in PDP-11 assembly language. This product was very well received and enjoys a 90% market share. Lead a team of three developers. Managed marketing efforts, including distributors in Europe and Australia.

RPM**1985 – 1995***Northwest Digital, Newport WA, Architect/Team Lead/Developer*

The RSTS Performance Monitor. Artificial Intelligence techniques are used to analyze system performance, identify the cause of problems, and suggest a solution in the form of an easy-to-read report. Problems are identified down to individual system calls within specific programs. This was a top-ten product. Lead a team of three developers. Managed marketing efforts, including distributors in Europe and Australia.

Data Processing Design, Anaheim CA, Architect/Team Lead/Developer

The industry-standard program for word processing on DEC VAX/Alpha OpenVMS and PDP-11 RSTS/RSX/RT11. This was a top-ten program several years in a row and is still in use in many sites after a 20-year life. WORD-11 was originally determined by Compaq-Digital to be impossible to write for the target environment, but, since we completed development, has generated millions in sales. Written in DEC C and assembly language. Lead a team of three developers for original development and provided updates in follow-on releases.

Sample Customer List

- Microsoft
- State of Washington
- Ambassador Programs, People to People
- Times Publishing
- Ford Motor Corporation
- British Aerospace
- Ronald Reagan, President of the United States
- US House of Representatives
- US Air Force, US Navy
- Uncle Bens of Australia
- HP-Compaq-Digital
- Taj Mahal
- The United Nations
- Over 100 others

Education

- BS Computer Science, *cum laude*, (Minor: Electronics Engineering), University of California, Irvine
- Masters, Business Administration (partial), University of California, Irvine
- Taught computer science at University of California, Irvine and Spokane Community College, Spokane WA



References

- **Kim Pearman-Gillman**
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- **Warren Wilbee**
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- **Zankar Thakkar**
SDE Lead, Microsoft Corp.
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- **Robert Folie**
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- **Jonathan Cluts**
Lead Program Manager, Microsoft Corp.
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- *For letters of recommendation, view the online version of this résumé at <http://TheMayfields.com/Mike>. Additional business or personal references available on request.*