

Mike Iseman

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Experience

Experienced and versatile tech professional with a wide variety of functional experience including management as it regards to project management, client management and team leadership.

ISEMAN.COM FREELANCE & CONSULTING

(2007-2010) Toronto, Ontario

Contributed to several services based tech companies in a senior management capacity for short term (between 2 – 12 mos) contracts to manage projects and operations, lead teams, and develop processes and manage business units.

A list of the contracts includes

- **Hardboot Inc.**
Project Manager on a number of website builds for intense brand campaigns using the internet and social media as the focus of their efforts. Managing contribution of several outside vendors.
- **8020 Solutions: Manager, Operations and Project Management**
Managing all client projects as well as developed and implemented processes to ensure efficiency and scalability, and accountability.
- **NMA: Solutions Architect**
Analyzed client expectations and developed story boards, wire frames, use cases and spec sheets based on needs. Acted as main point of contact with the client, ensuring development of the project was meeting expectations.
- **NextMove Learning Inc: Operations Manager**
Accountable for the production, efficiency and profitability for the entire business unit. Analyzed client needs on eLearning projects and determined scope, budget and timelines and risks for all projects. Lead cross functional team of developers and designers, as well as managed all outside vendors and contributed to marketing content for the company and business development efforts for the company to bring it from a services based team to software product based team.
- **Edentity Web Systems: Project Manager**
Managed Scope of projects and ensured stakeholders were satisfied with progress of projects and took action to satisfy them otherwise. Managed teams of developers, costed and budgeted projects and assessed and managed risk of projects.

AREKIBO COMMUNICATIONS. (2007) Dublin, Ireland

Rated one of the top 5 web studios in Dublin specializing in CMS and custom development.

Project Manager

- Analysing client needs and determining functionality of web applications. Costing application development prices based on estimates of time and materials involved
- Managed all aspects of the project from inception to post-installation follow up
- Determining functionality for products including GIS, and CMS.
- Assembling and leading cross functional teams of developers, programmers and designers
- Developing strategy for new products- performed market analysis on competitors
- Ensured projects were within budget and scope and attained a determined level of profitability
- Ensured clients were satisfied with project development

THE LEARNING EDGE INC. (2005) Toronto, Canada

Small, premium services web development company with a roster of multinational corporate clients.

Business Analyst and Sales and Marketing Manager

- Evaluated client's business needs and wrote proposals and presentations that translated the technical solution into non-technical language for clients.
- Represented management to clients, and represented clients to development team fielding concerns and where appropriate acted as conduit between client and development team
- Interpreted functional business needs and relayed them to development team in form of technical specifications for applications.
- Strategically evaluated competitive environment to tailor message and products.
- Created sales plan and marketing plan including budgets, metrics and quota.
- Prepared proposals, pitched presentations to clients for high end eBusiness development services, resulting in performance exceeding quota and expectations.

ZERO WEB HOSTING. (2004- 2005) Toronto, Canada

Web Hosting Company, ranked among top 5 in Canada by industry journal.

Sales and Marketing Manager

- Performed needs analysis on clients to determine functional requirements of customization
- Developed and implemented marketing campaigns. Managed marketing projects analyzing performance and effectiveness of resources invested for Zero hosting and clients.
- Developed content for company website and marketing materials and client websites and marketing materials. Crafted press releases and proposals for projects.
- Acted as Point of Contact for higher-end sales; Met with clients to pitch company services.
- Managed development teams as related to marketing applications and websites
- Managed outside vendors providing services or goods related to business development.

INDEPENDENT CONSULTANTS INC. (2003- 2004) Toronto, Canada

Toronto-based firm specializing in new company strategy, product launches and venture consulting.

Management Consultant

- Researched Business efforts of clients and best plans of action for new products
- Assisted start up on best practices for seeking Venture Capital
- Fulfilled contract as Marketing Manager for software firm- built marketing plan and sales plan based on evaluation of strategic environment. Crafted templates for marketing materials.

BONASOURCE INC. (2002-2003) Toronto, Canada.

Multinational offshore web development firm with offices through out the world. I was the first employee at the new Toronto office, and worked with the President to build brand and client roster.

Business Analyst and Sales Associate

- Analyzed client needs and helped design systems. Wrote proposals and presented sales pitches with those needs as keystones
- Engaged clients in sales cycle for high end development from pre-first contact prospecting through to close and account management post-sales service.
- Contributed to and executed marketing campaigns for target professional markets
- Prospected and contacted clients by email, cold calling, postal mail, mass mailing.

Development Experience

1999 – 2002 Ontario, Canada

Worked various contract and jobs rising from junior programmer to Programmer Analyst including technical project management and project coordination duties and roles.

- **QIZMedia** Lead Programmer (Spring-Summer 2002)
- **CGK Technologies Inc/Hot Banana** Programmer (Winter 2002-Spring 2002)
- **Xynapse Inc.** Programmer and Web administrator (Fall 2001)
- **Impact North** Developer (Winter- Spring 2001)
- **TrueSpectra** Web Developer (Fall 1999- Fall 2000)
- Various contracts at **McLaren McCann; Cossette Interactive; Loretta Foods**

Education:

University College Dublin - Ireland

Masters in Business Administration

2005-2006

Information Technology Institute- Toronto

Applied Information Technology Diploma

1998-1999

University of Ottawa

Bachelor of Political Science.

1994-1997