



John R. Hoffler, Jr.

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PROFESSIONAL PROFILE

Mr. Hoffler is a graduate of MIT with over a decade of experience in Information Technology. He has been involved in full life cycle e-Commerce, e-Business, Internet, and Client/Server development projects, filling the roles of Mentor, Architect, Object Oriented Analyst, Systems Analyst and Lead Developer. John has delivered numerous advanced IT training courses for Washington University and various Fortune 500 companies. Industry experience includes Banking, Manufacturing, Retail, Telco and Government. His key areas of strength are J2EE, EJB, XML/XSL, Websphere, and Portal technology – he has written a complete implementation of the Java Portlet Container Specification. John has strong communication, interpersonal and project management skills.

EDUCATION

Massachusetts Institute of Technology, Cambridge, Massachusetts

B.S. in Physics, September 1987

Naval Nuclear Power School, Orlando, Florida

Nuclear Trained Officer, 1988

University of Phoenix, Phoenix, AZ

MBA – Technology Management Candidate, 2008

TECHNICAL STRENGTHS

Java, J2EE, Enterprise JavaBeans, Web Portal Development, C/C++, REXX, Eclipse IDE, IBM WebSphere Studio Application Developer, IBM VisualAge for C++, OS/2 Warp Server Development and Administration, Linux, Microsoft Visual Studio for .NET

WORK EXPERIENCE

Wachovia; December, 2004 – Present

Wachovia is a \$36B financial services company.

Lead Systems Consultant: Gathered operational monitoring requirements and coordinated monitoring solution design, implementation, and documentation. Mentored Systems Consultants and Senior Systems Consultants.

Designed application monitoring solution for web services supporting Wachovia On-line Banking application. Worked with Retail & Channel Technology, Mainframe Operations, and Cross-Channel Services Support in developing troubleshooting and alert triage procedures and documentation

Wrote Java portal-based proof-of-concept to store monitoring requirements in SQL database using EJB 3.0. The database schema for this proof-of-concept became the ESM Managed Object Database. Represented ESM in 1ODG (Operational Data Gathering) project.

Led team effort to develop Application Monitoring Solution implementation process flow. Developed process flow activity dictionary. Authored ESM Rules of Engagement document, outlining roles and responsibilities between ESM and its customers. Produced BMS core process input to ESM CMMi Customer Interface initiative. Represented ESM in Production Services' Production Readiness initiative. Produced the production readiness questionnaire that was used as a template by the other Production Services departments.

Developed training seminars on End-to-End Application Monitoring and Developing a Service Oriented Architecture using Message Queuing.

Ahold Information Services; July 2002 – December, 2004

Ahold is a \$64B multi-national retail grocery company.

Senior Application Developer: Supervised and mentored Senior and Lead Java developers on a \$13M intranet supply chain application development project. Supervised the development of a proof-of-concept application on Apache Jetspeed Portal Server in less than 6 weeks. Led the development of Ahold's first production portal application. Performed architectural design and data modeling across J2EE, Mainframe, MQ Series, and WBI Crossworlds. Wrote several development frameworks for the company's "Common Code" repository. Earned a 2003 performance rating of "Clearly and Consistently Exceeds Requirements." Developed framework for Java portlet creation, insulating developers from most of the implementation details of Apache Jetspeed Portal Server.

The Hoffler Group, Inc.; December, 1999 – July, 2002

The Hoffler Group provides network support outsourcing services for small to medium sized businesses and application development and custom training services for companies of all sizes.

President/CEO: Grew company to five-person operation. Responsible for all personnel and budgetary decisions. Established Human Resource and Accounting procedures and policies. Established the company as a source of expert knowledge on IBM WebSphere and Java development, IBM directing St. Louis area customers to The Hoffler Group for WebSphere Application Server (WAS) and WebSphere Studio Application Developer (WSAD) training. Offered contract to write WebSphere tuning and troubleshooting chapters for McGraw-Hill's WebSphere Administration book.

CONNEXUS, Inc.; December, 1995 - December, 1999

Vice-President – Networking: Assisted in growing company from one-man operation to \$0.5M eight-person company. This transformation encompassed the development of all Human Resource and Accounting procedures and policies, including hire and fire procedures, personal time-off policy, and 401(k) implementation. Launched Networking department and built it to four-consultants, providing workstation and server support and training to Fortune 500 corporations and outsourcing services to small and mid-size companies. Managed clients and made all personnel and budgetary decisions for the Networking department.

May Department Stores; June, 1994 - December 1995

May Department Stores is a \$13B retail department store company.

Senior Systems Analyst, National Technical Support: National Technical Support was a team of four systems analysts providing Level 4 technical support for May Company's various Information Technology platforms. As the Distributed Systems member of this team, represented the company's highest internal technical authority on distributed systems. Provided strategic advice to CIO and other executives regarding distributed technology.

Lever Brothers Company; June, 1992 - June 1994

Lever Brothers Company is part of a \$50B multi-national consumer products company.

Production Supervisor: Supervised 12 – 15 hourly employees in the liquid product packaging department. Within one year of joining the company, developed and implemented strategy to reduce manpower from four operators per production line to three operators. Led negotiations with plant labor union to alter labor contract in accordance with the manpower reduction strategy. Also, redesigned bottle filler centering bell. The resulting reduction in liquid product on the outside of the bottles produced an estimated savings of \$12,000 per year in repackaging costs. Earned fastest promotion from production supervisor position in the 40-year history of that production plant.

Programmer/Analyst and Local Area Network Administrator: Developed business software for OS/2 and Windows platforms. Implemented and administered plant local area network. Wrote production line monitoring application. Prior production supervisor experience, combined with OS/2 support knowledge was a key criteria in the plant being chosen to pilot Lever Brothers' new production scheduling strategy. Represented Information Systems at the project team meetings held at Lever Brothers' headquarters.

United States Navy Submarine Force; June 1987 - June 1992

Lieutenant, Division Officer: Led various divisions of 6 – 15 enlisted personnel, including Reactor Controls, Radio Communications, and Electrical Divisions. Led Reactor Controls Division to an "Excellent" grade during Operational Reactor Safeguards Examination. Leadership of Communications Division resulted in 100% communications uptime during a critical 100 day deployment. Earned Navy Achievement Medal and Expeditionary Medal and accompanied the ship's Commanding Officer to present deployment brief to the Secretary of the Navy. Successfully replaced the ship's external telephone system for 25% below budget. Wrote Quality Assurance Work Procedure for replacing the reactor pressurizer valve.

PROFESSIONAL CERTIFICATIONS

- Sun Certified Programmer for the Java 2 Platform
- Advanced Toastmaster Silver
- IBM Certified VisualAge for C++ Object-Oriented Associate Developer
- IBM Certified Network Communications Engineer
- IBM Certified OS/2 Engineer for OS/2 2.1 and OS/2 Warp
- IBM Certified OS/2 Engineer for OS/2 Warp 4
- IBM Certified LAN Server Administrator for LAN Server 3.0 and LAN Server 4.0
- IBM Certified LAN Server Engineer for LAN Server 3.0 and LAN Server 4.0
- IBM Certified OS/2 Warp Server Engineer
- IBM Certified OS/2 Warp Developer
- Microsoft Certified Professional

PROFESSIONAL ORGANIZATION LEADERSHIP ROLES

- Advisory Board Member, St. Louis WebSphere User Group
- Vice-President of Membership, Ahold Toastmasters
- Past President Gateway/2 OS/2 User Group
- Past President Black Data Processing Associates - Metro St. Louis and Greenville, SC Chapters
- Black Data Processing Associates National Director of Professional Development

PUBLICATION & MEDIA COVERAGE

- August 2006 – Presented End-to-End Application Monitoring Seminar at BDPA Annual Technical Conference
- August 2006 – Presented Building a Service Oriented Architecture using Message Queuing Seminar at BDPA Annual Technical Conference
- April 2002 – Offered contract to write **Performance Tuning** and **Troubleshooting** chapters for **WebSphere Administration** (McGraw-Hill)
- April 2002 – Published article on Samba file server in **Linux Business Week**
- April 2002 – Launched **City Corner IT** television show on St. Louis City Channel 16.
- March 2002 – Interviewed on **The Media Team** radio show
- March 2002 – Interviewed on **Diane White and Friends one-on-one** television show
- August 2001 – Interviewed on nationally syndicated PBS show **Tony Brown's Journal**. Discussed the Digital Divide and how to increase minority participation in the Information Technology industry.
- February 2001 – Interviewed on **Mosaic**, an Emmy award-winning television show
- February 2001 – Interviewed on **Sunday Morning Live** radio show
- February 2001 – Editorial in **St. Louis Post Dispatch** on increasing corporate competitiveness through diversity in Information Technology staff
- Published article in **St. Louis Small Business Monthly** on how to hire an Information Technology consultant