# Resume of Michael James Ellsworth

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# Summary

I build things. I build organizations, teams, software, products, companies. I am an award-winning, results-oriented, tech-savvy Program Director and Project Manager with experience in **Web** **software product, program, and project management** (full SDLC – concept to production)**, social media consulting, wireless networking**, **emerging technology strategy**, software development, documentation and training.

# Results

* Turned around an $8.5M Web site program, created a PMO, obtained additional $5M funding, and led redesign and re-architecting effort that was given MHTA’s [Tekne award](http://www.tekneawards.org/) in 2009 and was a finalist for the national [American Technology Awards](http://bit.ly/bvaeJl) in 2010
* As CTO of startup Evalubase Research led redesign of Web site using AJAX
* As VP, Strategic Planning of VirtualFund, developed product plans, business plans, investor presentations, and strategy
* As an independent IT strategy consultant, created the eMarketplace strategy framework for Sterling Commerce
* Started Web development at ACNielsen in 1994, also increased charting productivity 29X by porting from mainframe to PC servers – system is still in use
* In 1993, created the first integrated data warehouse/decision support system for the CPG industry that won a shootout against Red Brick and Teradata

# Experience

#### 7/06 – present Program Director, CareerOneStop, State of Minnesota Department of Employment and Economic Development, St. Paul, MN

* **Took over 9-year-old $8.5M/year Web site program,** created a Project Management Office, and instituted best practice project management, content lifecycle, workflow management, and other program processes. Obtained $5M in additional funding for the program over five years
* [CareerOneStop](http://www.careeronestop.org/) Website development program required **a turnaround effort** including:
* **Instituted best practices** set by the State PMO; set up MS Enterprise Portfolio Manager (Project Server and SharePoint); initiated training for staff in business analysis, UML, project management, usability concepts, and Web writing
* **Wrote PM plans** (risk management, configuration management, project management, and so on) and trained PMs
* **Created and instituted** a new end-to-end work process including work request/change management system and a content management lifecycle
* **Provided the vision and led the architecture effort** that integrated dotNET controls and Endeca search into the Tridion WCMS to enabled business-side users to easily repurpose Web applications (see Business Center URL, below)
* **Managed multiple multimillion dollar projects**
* **Multi-phase redesign and re-architecting** of CareerOneStop, including implementation of a content management system (Tridion), a site search engine (Endeca) that was given the Minnesota High Tech Association’s annual Tekne award in 2009.
* **mySkills myFuture** $2.5M ([myskillsmyfuture.org](http://myskillsmyfuture.org))
* **Business Center**  $1.7M ([careeronestop.org/businesscenter/index.aspx](http://www.careeronestop.org/businesscenter/index.aspx))
* **Credentials Center** $2.7M (in process)
* Created the vision and led the programs that produced publicly-available **Web Services** ([bit.ly/VT7FPz](http://bit.ly/VT7FPz)) and **five mobile applications** ([bit.ly/XfxOsG](http://bit.ly/XfxOsG))
* **Managed the Minnesota Social Media for Workforce pilot** to explore the use of social technology for workforce development
* **Implemented a User-Centered Design Program** and trained staff
* **Managed a user experience architecture services engagement** involving six consulting firms that provided:
* Usability Testing and Recommendations
* Information Architecture
* User Interface Design
* Search Engine Marketing
* Section 508 Compliance
* User Centered Design Training
* **Implemented Agile methodologies (Scrum) on appropriate projects**
* **Managed relationships** with program managers of grantor – US Dept. of Labor

#### 9/00-7/06 Principal, StratVantage Consulting, LLC, St. Louis Park, MN

* **8/04 – 2/06** Ran Web (.NET/SQL Server) development for IT market research startup [Evalubase Research](http://www.evalubase.com/) as their CTO.
* **Took over existing project** to develop a Web-based survey application; handled transition from third party project manager
* Identified and **led rewrite** of several basic modules due to poor code construction
* Managed numerous point releases as well as doing requirements, design, and project management for a major release involving **significant re-architecting** using **AJAX**
* **2000-2001** Created the **eMarketplace strategy** framework for Sterling Commerce
* **2000-2001** Recommendations led to establishment of **wireless practice**, two email newsletters, a white paper series, and the first **digital marketing** efforts at Geneer Corporation

#### 9/99-8/00 Vice President, Strategic Planning, VirtualFund, Inc., Eden Prairie, MN

* **Developed product plans, business plans, investor presentations, and strategy** for early SaaS-based business-to-business electronic commerce offerings, including writing a product plan for Palm VII and other wireless devices.
* Communicated strategy to analysts, investors, and employees.
* Prepared investor briefings and presented at industry conferences.
* Served as **interim VP of Product Marketing** and managed the development of business requirements for flagship software/Web site.

**1/15/85-9/24/99 Various positions ACNielsen Company, Minneapolis, MN,**in Systems, Sales, Marketing, and Documentation departments.

#### Selected ACNielsen Highlights:

#### 11/96 - 9/99 Senior Project Manager - Internet Development, Systems Department, ACNielsen

* Created **ACNielsen's Internet strategy**, developed new Internet and intranet products, and managed project teams from concept to launch.
* Designed and built ACNielsen’s first eCommerce architecture
* Led a large cross-functional team (25 to 30 people) that developed [Category Planner](http://www.acnielsen.com/products/tools/categoryplanner/), a complex integrated application offering interactive database reporting over the Web.
* **Result: Released ACNielsen’s fastest-growing Web product**

#### 7/95 - 11/96 Manager, Advanced Technology, Systems Department, ACNielsen

* Conceived and led project team to develop an Internet report delivery service: [NetDispatch](http://www.acnielsen.com/products/tools/netdispatch/).
* Part of cross-functional team to create the [ACNielsen Corporate site](http://web.archive.org/web/19961222050506/http:/www.nielsen.com/) and served as Webmaster in addition to other duties for two years.
* Managed onshore and offshore outsourced teams.
* **Result: Released first ACNielsen corporate Web site in April 1995**

#### 12/93 - 7/95 Product Manager, Platform and Delivery, Marketing Department, ACNielsen

* Designed and architected Windows NT-based Nielsen Application Server Architecture product, integrating existing technology from two sister divisions: Sales Technologies' Communications Server, and D&B Software's SmartStream
* Designed and led project to deliver BrokerNET, the industry's first report and chart delivery service via the World Wide Web in 1995
* Served on D&B Electronic Commerce Special Interest group in 1994-1995 and helped shape D&B's electronic commerce strategy
* **Result: Released CPG industry’s first Web application in February 1995**

#### 11/92-11/93 Project Leader, RDBMS Development, Marketing Department, ACNielsen

* Established and managed project team to develop an ACNielsen integrated workstation and data warehouse product using RDBMS technology rights ACNielsen purchased (Time Machine).
* **Result: An integrated analysis workstation/data warehouse product that won a shootout against Red Brick and Teradata**

#### 2/89-1/91 Project Leader, Product Development Group, Information Delivery Department, ACNielsen

* Lead implementation of Automated LAN Production System project and that replaced a mainframe reporting and charting system.
* **Result: ALPS System produced 6 million pages of customer report output a year and exhibited a twenty-nine-fold increase in productivity.**

# Education

B. A. in Psychology, [Duke University](http://www.duke.edu/), Durham, NC 27706

Keane Productivity Management Training, Schaumburg, IL

Project Management Training, Snyder Consulting, Schaumburg, IL

Intensive nine-month training on project management techniques involving classroom instruction, hands on project management and mentoring.

Advanced Microsoft Enterprise Portfolio Manager/MS Project Training, Milestone Consulting, Eagan, MN

# Publications

2011-2012 Wrote and published six books on social media:

* The Infinite Pipeline: How to Master Social Media for B2B Sales Success - Sales Person Edition – **Paper** [bit.ly/InfPipe](http://bit.ly/InfPipe) **Kindle**: [amzn.to/15nMaZZ](http://amzn.to/15nMaZZ)
* The **Be a Person** series:
* Enterprise Executive Edition – Paper [bit.ly/BeAPersonE](http://bit.ly/BeAPersonE)
* Small and Medium-Sized Executive Edition – **Paper** [bit.ly/BeAPersonSMB](http://bit.ly/BeAPersonSMB)
* Non-Profit Executive Edition - **Paper**: [bit.ly/BeAPerson](http://bit.ly/BeAPerson)**Kindle**: [bit.ly/BeAPersonK](http://bit.ly/BeAPersonK)
* The Social Operating Manual for Enterprises - **Paper**: [bit.ly/BeAPersonEFull](http://bit.ly/BeAPersonEFull) (430 pages)
* The Social Operating Manual for Churches, Non-Profits, and Charities - **Paper**: [bit.ly/BeAPersonNPFull](http://bit.ly/BeAPersonNPFull) (426 pages)

**5/96** [**Chapter**](http://docs.rinet.ru/HTMLnya/ch57.htm) **Author,** *Special Edition: Using CGI*,Dwight, Jeffry and Michael Erwin, eds., Que Corporation, Indianapolis, IN, ISBN 0-7897-0740-3.

**11/96** [**Chapter**](http://www.bjnet.edu.cn/tech/book/seucgi/ch10.htm) **Author,** *Platinum Edition Using HTML 3.2, Java 1.1, & CGI***,** Eric Ladd, Jim O'Donnell eds., Que Corporation, Indianapolis, IN, ISBN: 0-7897-0932-5.