

Tim Howland

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Profile:

Experienced technical leader with experience delivering complex digital marketing, telephony, and CRM applications in regulated industries, with a strong background in web and mobile development. Recent work has included enterprise digital and mobile publishing, AI software integration, Software as a Medical Device distribution, mobile application development, digital transformation management, AWS migration and microservices architectures.

Professional Experience:

November 2020 to Present
Director, Digital Platforms

Biogen

Cambridge, MA

Managing platforms for web, email, API, telephony, CRM, AT and mobile application publishing across marketing technology stack in regulated industry during complex business changes.

- Negotiated MSP agreements for back-end and front-end engineering teams for capacity-based delivery and authoring factory
- Developed technical strategy and architecture for “just-in-time” data mastering, reducing lead time to first email from 72 hours to less than 2 minutes for new registrations
- Developed roadmap for CCPA and ADA compliance across all web assets
- Completed publishing of 310th website on the Adobe Experience Manager platform with 99.9% uptime, including 15x load spikes associated with FDA approvals
- Manage annual \$12M platforms and services budget for SAAS and MSP teams

March 2014 to November 2020
Associate Director, Digital Engineering

Biogen

Weston, MA

Managing development teams publishing websites, mobile applications, and APIs in regulated industry.

- Led implementation and migration to Adobe Experience Manager CMS
- Implemented near-shore content factory to reduce page costs
- Stood up offshore development teams delivering integrated componentry
- Created microservices implementation team, following OpenAPI / Swagger deployment model
- Published 10 mobile applications across Android and IOS app stores, including Software as a Medical Device projects for clinical multiple sclerosis assessment, hemophilia pharmacokinetics prediction, cognitive impairment assessment
- Led strike team developing launch-critical REMS portal for ZINBRYTA, delivering in 6 weeks
- Worked with Quality teams to develop Agile SDLC as well as accelerated publishing SOPs to reduce costs and improve time to market
- Migrated all web from traditional datacenter to AWS, reducing hosting costs by 85%.
- Launched 75 websites on platform in first full year of operation, doubled to 150 in year 2
- Reduced publishing costs by 40%, reduced site build time by 50% by standing up near-shore authoring team
- Implemented availability and application performance monitoring, reached 99.99% uptime over 2016-2018.

June 2011 to March 2014
Digital Marketing Technology Director

Fidelity Investments

Boston, MA

Managed interactive development and delivery for Fidelity's in-house agency. Deliveries included:

- *Young Investors, Thinking Big*: Campaign-based microsites based on Drupal CMS
- iPad-based Visual Aid system for managed presentations for workplace investing
- m.fidelity.com – Fidelity's first mobile site (needed to support google ad quality weighting)
- Developed split architecture with static JavaScript / HTML querying dynamic REST APIs to streamline security testing and approval cycles
- Created dedicated hosting platforms to support FINRA requirements

April 2005 to June 2011

Watchdog Systems

Newburyport, MA

Founder

Founded Watchdog Systems, Systems Management service provider and consultancy. Business leveraged open source software components to provide cost-effective monitoring and system management services, as well as consulting on system implementation, development processes, hosting and datacenter design.

Implementations:

- *The Receivables Exchange*: Architecture, Development, Deployment, Hosting. Financial services site with full client control and integration with Grails stack for form processing.
- *NVestX*: Development, Deployment, Hosting. Financial services site for accredited investors to pool opportunities.
- *Earthlink*: Architecture, Component Development, Technical Lead. Java Server Faces site for large dial-up ISP, built using MyFaces, Tomcat, and Jakarta Commons elements.
- *Erwyn*: Architecture, Development, Deployment, Hosting: B2B site with quote-generation and product catalog support. Site supports over 16,000 discrete products with full client management of pages and products.

April 1998 to April 2005

Organic, Inc

NYC, NY

March 2001 to April 2005

Director, Engineering

- **Technical Lead for Business Development**: Developed technical approach for RFP responses, worked with prospects during sales process to correctly size technical effort, project scope, solution set and budgets.
- **System Architect and Development Lead**: Reebok.com US and Global Sites (MSCMS -> XML -> Flash system), Invista division of Dupont and Fannie Mae (Interwoven), Tribeca Film Festival, Tommy Hilfiger Global Sites, Doremus (OpenCMS). Non CMS projects included SIRIUS Satellite Radio, eSylvan.com, RCI / Cendant, and others.
- **Managed and operated Organic Data Center**: Developed .NET and Java facilities for shared client hosting. Key clients included Tommy Hilfiger, Coach, Ingenix, Seiko, and Benjamin Moore.
- **Deployed and adapted open source tools to improve team capabilities**: eclipse, bugzilla, OpenCMS, VQWiki, Checkbot, JMeter, Apache Tomcat, Big Brother, Nagios, Mharc. Tools used in Organic data center as well as first-response support for Ingenix division of United Health Care.
- **Developed new capabilities for customers**: Developed personalized / bulk email tool for opt-in broadcast to members of Tommy Hilfiger, SIRIUS Satellite Radio and SeikoUSA sites. Implemented Webtrends metrics cluster for Tommy Hilfiger, Coach.
- **Team Lead**: Managed project teams of up to 15 people with budgets ranging from \$50,000 to \$750,000 in engineering billings.

November 2000 to March 2001

Director, Engineering Methodology

- Lead project team devoted to creating use-case-centric development methodology and adapting RUP and XP techniques to web development.
- Coordinated WebSphere Application Server deployment and knowledge sharing across engineering groups in Detroit office working on DaimlerChrysler account, and New York and San Francisco offices working on Federated Systems Group account (macys.com and bloomingdales.com).

November 1999 to November 2000

Director, Systems Integration

- Led hosting and site maintenance teams for ongoing site operations. Transformed cost center into profit-making group. Achieved \$1,000,000 annual revenue by professionalizing and standardizing operations, creating standardized service packages, and developing monitoring systems.
- Operated Organic hosting data center at Exodus. Clients included: Tommy Hilfiger, Sting / Compaq, Garnet Hill and the Tribeca Film Festival.

June 1999 to November 1999

Acting Chief Project Engineer (Detroit Office)

- Managed development team through Organic's acquisition of Ross Roy and opening of new Detroit office. Team was dedicated to servicing Daimler Chrysler's Chrysler division sites (Jeep, Dodge, Chrysler, and many others). Developed secure WAN and VPN for content promotion and site production.
- Transitioned Chrysler's sites from legacy C/C++ CGI applications to Java-based WebSphere implementation. Used JNI and CORBA to integrate with legacy systems and components within Daimler Chrysler's infrastructure. Initial project, "Get A Quote" delivered \$10,000,000 in qualified leads to Chrysler dealerships monthly.

- Managed synchronized simultaneous site refresh of all Chrysler web properties for new model product year.

April 1998 to June 1999

Senior Project Engineer

- Lead Engineer on several smaller-scale rollouts: Barnes and Noble Software Store, Corbis Store, EyeWeb Kiosk, RCN, US Navy.

1994 to 1998

VSI

Norwalk, CT

New Media Director

- Started VSI's Web Development Practice. Worked with sales team in creating proposals, managed delivery team, provided hosting services on Linux 1.2 servers.
- Produced and hosted original sites for William M Mercer, Pathogenesis, Biogen, Developmentworks, Pasteur-Merieux Connaught, Oncology Online (for Bristol Meyers), Finehost.