

Richard E. McMullen
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**Electronic Commerce, Software Engineering,
and Internet Operations.**

Technology architect and software developer with 25 years industry experience combining both technical and business development expertise within leading-edge environments.

www.florin.com/mcmullen
www.florin.com/technology

Summary: Delivering comprehensive applications architecture, software design, development and deployment, systems integration, and network operations for online services and electronic commerce.

Generating new traffic and building revenues for online ventures through multinational marketing and partnering with internet-based technology services.

Author and publisher covering eCommerce and economic development, with extensive public speaking engagements and seminar presentations.

Industries: Technology Manufacturing - Software Development - Banking - Financial Services - Electronic Commerce - Mobile Networks - Telecommunications

Principal Clients: Yahoo - Charles Schwab - Cisco Systems – EDS
MCI - Sun Microsystems - USWeb - Wells Fargo

Information Technology:

Interactive Applications - Enterprise Architecture - Systems Integration
Software Engineering – Performance Monitoring – Platform Migrations

Platforms: UNIX, Linux, LAMP, Windows Server, iOS, Android
Languages: C, C++, Shell, Java, Perl, PHP, Python
Databases: mySQL, Oracle, Sybase, SQLServer, MongoDB, noDB
Network: Apache, Nginx, NodeJS, TCP/IP, smtp, snmp
Web: HTML5, CSS3, JavaScript, AJAX, DOM, SEO

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1995 to Present – Director, Florin.com Online Solutions:

Delivering **hands-on design and development** of interactive software applications, electronic-commerce technology, and high performance online solutions. Comprehensive enterprise services include: business assessment, project management, systems architecture, network configuration, software development and implementation.

Full life-cycle development and implementation of **electronic commerce** sites based on multi-tier distributed systems architecture, real-time transactions, and enterprise systems integration. Construction of **service architecture** with distributed interactive web sites, email, news groups, messaging, and online databases. Creation of **high-volume** online web applications for content publication, product catalogs, and purchase order delivery. Integration of **enterprise** sales automation databases with online applications. Development and implementation of interactive **applications** for desktop and mobile platforms.

Key Engagements Include:

Yahoo! Maps, Altavista, Lycos, Google: Web applications development for high-volume, consumer driven sites to provide business customers with value-added traffic statistics, market research and account information. Created online applications supporting daily site traffic exceeding 1.5 million visitors with 30% monthly growth rates, across 6 production web servers and connected database and enterprise servers. Evaluated search algorithms for multiple service domains.

Sun Microsystems: Web application development and operations for sales force automation and big data warehousing, delivering marketing leads and contacts from internal data sources to account executives.

IBM Mid-Range Distributors: Deployed six B2C and B2C eCommerce web sites based on multi-tier, multi-platform systems architecture with enterprise application integration and operations management software. Integrated more than a dozen enterprises applications into the eCommerce platforms, including marketing, financial reporting, transactions processing, purchase fulfilment, and product distribution. Delivered comprehensive support to ensure effectiveness of highly scalable web models.

Cisco Systems/MCI: Developed and deployed leading edge network operations software for device and traffic management across large IP and data infrastructure networks. Designed the monitoring of critical functions and vital statistics for the measure of availability, performance, and business application effectiveness. Deployed systems architecture to support an unlimited number of network management and enterprise software applications used to monitor and distribute internet backbone traffic.

1986 – 1994 - Management Consultant in Information Technology:

Architect for distributed client-server database applications used by pharmaceutical practices and medical clinics. Developed real-time prescription screening software and **distributed database** application for chemotherapy programs. (EDS)

Deployed a US\$ 4 billion annual **transactions settlement** and processing environment for currency exchange trading operations, including exposure management and Swift Interbank Transactions. (Wells Fargo Bank)

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1980-1995 - Additional Management Consulting Roles:

International Finance:

Implemented a \$4 billion **currency transactions** system for a major financial institution. Performed due diligence. Transacted currency exchange hedging, realizing significant net profits from trading currency call option contracts. Series 7 & 53 securities trading licenses. (Wells Fargo, Amerada Hess, Integrated Resources, others)

Evaluated equity structuring through acquisition, recapitalization, asset spin-off, sale, and revaluation. Performed evaluations of large capital investment projects. Structured **venture capital** financing. (W.R. Grace, Amerada Hess, Caterpillar, others)

Designed, developed, and implemented **financial database** applications. Prepared standard and process cost accounting systems, and energy-use applications.

Additional systems architecture, implementation and operations engagements include: designing and implementing financial accounting, **management reporting**, and equity investment software applications (Citibank, Integrated Resources, Charles Schwab, others). Developing software applications for financial consolidations, cash flow projections, and currency options contract trading.

Business Development:

Managed over \$250 million in **capital appropriations** for facilities construction, production equipment, commercial buildings, research & development, and data center installations. (W.R. Grace)

Implemented marketing programs for international product groups and manufacturing facilities. Prepared market and **strategic plans**, competitive assessments and operating estimates for multinational operations.

Education:

MBA in International Management

Thunderbird School of Global Management
Thunderbird Campus & Templeton College, Oxford
Editor-in-Chief of: *Thunderbird International*.

Bachelor of Arts in International Economics

University of Illinois at Champaign-Urbana
Deans' list for academic achievement.

International School of Geneva, Switzerland
Alumni Association Board of Trustees.