



DAVID CHARLES ISSA

Project Management Professional

Profile:

ENTERPRISE SOFTWARE ENTREPRENEUR passionate about the nexus of BUSINESS, DESIGN and INNOVATION. Major strengths include:

- ◆ Seven (7) years of management experience in Enterprise IT Solution Architecture, Design, Development and Deployment.
- ◆ PMI certified Project Management Professional (PMP) with experience in moving ideas from Concept through Research and Planning to Execution.
- ◆ Intimate knowledge of enterprise-wide business process, intelligence and management needs for project-focused companies.
- ◆ Advanced experience in synthesizing business needs and requirements into customer-facing solutions.
- ◆ Passionate about data visualization, analytics and driving innovation in the enterprise.
- ◆ Fast and Nimble decision maker.

Experience:

XENLOGIC, LLC

President

(2003 – 2010)

- ◆ Implemented Initiation, Planning, and Execution of all Start-Up Business Operations, Product Development, and Sales & Marketing procedures.
- ◆ Successfully navigated the company through multiple Enterprise Software product launches and global implementation projects.
- ◆ Defined and executed short and long-run strategic road maps for the company to deal with economic challenges and enhance competitiveness.
- ◆ Managed Financing, Sales, Marketing, and Engineering efforts for a successful product launch.
- ◆ Reviewed and Prioritized Bug-fixes and Features to maximize Strategic Position.
- ◆ Handled wide range of business management and operations functions, including Business Plan Development and execution, Budget Projections, Financial Statement Analyses, Profit & Loss, Intellectual Property, Operation Agreements, etc.
- ◆ Negotiated software customizing and consulting project terms, agreements, sales and proposals with Executive Clientele and Partners within the US and Abroad.
- ◆ Actively managed diverse teams of business, design and engineering personnel for successful delivery and implementation of client projects.
- ◆ Personally defined and architected User Experience Scenarios and Solutions to meet and exceed client's specific business intelligence and operating needs.
- ◆ Developed internal methodology and process to guarantee successful delivery of client projects based on a blend of Project Management and Design Thinking processes.
- ◆ Created branding strategies for XenLogic and TOBI.



Education:

KEIO UNIVERSITY GRADUATE SCHOOL OF MEDIA DESIGN
DIGITAL MEDIA DESIGN, 2011

NEW YORK UNIVERSITY

DOUBLE MAJOR: B.A. ECONOMICS & EAST ASIAN STUDIES, 2003

Cum Laude with Honors in Economics (Graduated in 3 Years)

Honor's Thesis: "Paid for Failure: A Look at CEO Compensation & Turnover from 1990-2003"

TRUE SOLUTIONS, INC.

PMP CERTIFICATION, 2009

ULTIMATE PMP EXAM PREP COURSE, 2008

Languages:

ENGLISH: Native Language

JAPANESE: Speak fluently; Read and Write with average proficiency.

FRENCH: Speak semi-fluently; Read and Write with average proficiency.

IT Skills:

- ◆ HTML, Java Script, JQuery and CSS
- ◆ Microsoft® Office Suite
- ◆ Adobe CS5- Illustrator, Fireworks, InDesign, Photoshop and Dreamweaver.
- ◆ Omnigraffle, Axure
- ◆ Ardurino
- ◆ Processing
- ◆ Microsoft® Office SharePoint Server (MOSS)
- ◆ Various Enterprise Systems (Salesforce.com, SAP, Quickbooks, Basecamp, etc.)
- ◆ Mac OSX, Ubuntu, and Windows (all versions)

Interests:

- ◆ Business Intelligence & Analytics
- ◆ Info-graphics & Data Visualization
- ◆ User Experience & User Interface Design
- ◆ Human Computer Interactions
- ◆ Social Enterprise
- ◆ Gamestorming
- ◆ Augmented Reality
- ◆ Tai Chi

Sample Project Portfolio:

GATES FOUNDATION: SURVAC MICROSOFT® SHAREPOINT DEPLOYMENT & ADMINISTRATION (2010-2011)

- ◇ Managed the design, development, and deployment of a customized SharePoint platform
- ◇ Provided SharePoint Site administration and content management.
- ◇ Assisted in the planning and setup of budgets, project plans and reports.

SCHOLARLAB (2010-2010)

- ◇ Developed and Defined Personas, User-Experience Storyboards, System Requirements, and User-Interface Designs for a collaborative e-learning suite and multimedia platform for Higher Learning Institutions.
- ◇ Collaborated with company Executives and Lawyers to file Patent Applications around the software's functional specifications and User Interface designs.
- ◇ Architected information and workflow procedures to streamline internal business processes, and ensure business continuity.

MT SINAI MEDICAL: MICROSOFT® SHAREPOINT LABORATORY ASSET MANAGEMENT (2009-2010)

- ◇ Designed and Developed a Custom Laboratory Asset Management System on SharePoint.
- ◇ Architected the information and workflow procedures to meet the laboratory's operating objectives and needs.
- ◇ Branded the Microsoft® SharePoint site for Mt Sinai.
- ◇ Created user manuals and conducted training sessions.
- ◇ Provide ongoing maintenance and support to system users.

EMORY UNIVERSITY: DATA QUALITY & ANALYSIS SOLUTION (2009-2009)

- ◇ Successfully translated complex data quality and analysis needs into a custom software solution.
- ◇ Designed a solution to control and rapidly perform data quality and analysis procedures on collected data sets.
- ◇ Cut time spent on performing Data Quality procedures by 90%.

GTSS: MICROSOFT® SHAREPOINT PROJECT COLLABORATION PORTAL (2008-2009)

- ◇ Directed the Design and Development of the GTSS (Global Tobacco Surveillance System) SharePoint Collaboration and Project Management website used to manage and track key information resources.

- ◇ Architected the information and workflow procedures to meet the program's operating objectives.
- ◇ Developed and implemented methods to collect and define software requirements and user-experience scenarios.
- ◇ Branded the Microsoft® SharePoint site for GTSS.
- ◇ Integrated TOBI's Project Portfolio Management solution into Microsoft® SharePoint.
- ◇ Created user manuals and conducted training sessions.
- ◇ Provided ongoing maintenance and support to system users.

BLOOMBERG: GATS DATA COLLECTION STRATEGIC PLAN (2007-2007)

- ◇ Developed a comprehensive strategic plan and feasibility study for the electronic data collection of the Global Adult Tobacco Survey in 15 countries, a \$ 150 million dollar initiative.
- ◇ Designed the IT Systems Architecture to support the collection of Data across 15 low-middle income countries for the purpose of statistical analysis and reporting.
- ◇ Developed and implemented methods to analyze and recommend various Data Collection Software vendors.
- ◇ Performed feasibility study for electronic vs paper based data collection in various low-middle income countries.
- ◇ Created a complete Project Management Plan, Cost Estimates and Work Breakdown Structure for the execution of the GATS Program.

CDC FOUNDATION: TOBI IMPLEMENTATION (2006-2007)

- ◇ Defined User-Experience storyboards and requirements.
- ◇ Implemented TOBI® to successfully manage and track the \$30 million dollar yearly budget, project portfolio and human resources.
- ◇ Designed and developed custom Financial Reports for various stakeholders.
- ◇ Administered training to users.

TOBI®: TOTAL OFFICE BUSINESS INTELLIGENCE (2003-2005)

- ◇ Plan and coordinate Financing, Sales, Marketing, and Development efforts for a successful product launch.
- ◇ Developed system documentation and training programs,
- ◇ Developed Marketing Materials (brochures, website, press releases, events, etc.) to promote the product.
- ◇ Identified market opportunity, developed software requirements, and created the software development road map,
- ◇ Project managed the design and development of the system.