

## PERSONAL INFORMATION

- Citizenship: Mexican / Spanish (EU)
- Marital status: Unmarried
- Current Location: Mexico City (willing to relocate)

## SKILLS

### Certifications

- TS: ASP.NET Application Development, December 2009
- TS: Windows Forms Application Development, December 2009
- MCTS: Developing Business Process and Integration Solutions by Using Microsoft BizTalk Server 2006 R2, May 2009
- TS: Windows Communication Foundation Application Development, February 2009
- MCTS: BizTalk Server 2006, May 2008
- Database Associate, DB2 9 Fundamentals, June 2007
- Administrator for SOA Solutions, WebSphere Process Server 6, June 2007
- Solution Developer, WebSphere Integration Developer 6.0.1, April 2007
- Deployment Professional, WebSphere Process Server V6.0, April 2007
- Solution Developer Web Services Development with Rational Application Developer, October 2006
- Solution Developer, XML and Related Technologies, February 2006
- System Administrator WebSphere Application Server Network Deployment v6.0, February 2006
- Solution Designer, Service Oriented Architecture, January 2006
- Application Developer Rational Application Developer v6.0 January 2006
- Accredited as an Advisory IT Specialist, November 2005
- Sun Certified Programmer for the Java 2 Platform, July 2000

### Recognition

- Americas Hundred Percent Club 2006
- Excelencia en innovación, IBM Mexico, 2006
- Lego of the Year Award 2006, LA
- Leadership Award Americas, 2H 2006

## SUMMARY

I currently work in software technical sales, helping customers find products and technologies to solve their business and technical problems or improve their existing systems.

I know how to implement a Services Oriented Architecture and have worked with several customers on solutions for their integration and Enterprise Service Bus needs. I am well versed in industry wide standards such as Web Services. I have extensive experience in JEE and .NET application design and development.

On my free time, I've been tinkering with iPhone Game Development, using Objective C, C++ and Open GL ES. I developed, marketed and released the Amazed 3D game, with thousands of sales in its first month.

I also enjoy working with Web 2.0 technologies including AJAX, CSS and HTML5, and am constantly exploring new solutions.

## WORK EXPERIENCE

### Microsoft, January 2008 - Present

#### Technology Solution Professional - Integration

- Pre-sales technical responsibility for SOA and Process Platform technologies and solutions including BizTalk Server and Visual Studio, with a goal of maximizing revenue opportunities. Driving the technology proposal process in sales opportunities by applying deep technical knowledge leading customers towards a Microsoft centric platform.
- Build tools to analyze and track Pipeline and Quota Gaps on a per product basis.
- Prepare and present lectures for broad technical and business audiences, including delivery of presentations at Microsoft's primary technical readiness event: TechReady.
- Work with partners in readiness initiatives regarding BizTalk Server and Windows Communication Foundation
- Prepare technical labs to introduce partners and customers to BizTalk's SAP adapter. Soon to be published on MSDN.

### IBM Software Group Mexico, November 2001 - December 2007

#### Advisory WebSphere IT Specialist, July 2004 - December 2007

- Design software architectures based on Service Oriented Architecture for customers in different industries and territories, such as CEMEX, CCE, Deloitte, Dupont, GNP, Grupo Modelo, IMP, IMSS, PEMEX, Pfizer, Procesar, Profuturo, SAT, SHCP, Telcel, and TV Azteca.
- Create original customer-ready material to drive the adoption of new products through Proofs of Technology (PoT). This kind of enablement allows customers to get hands on experience with specific products and make an informed decision.
- Teach workshops and Proofs of Technology to customers, universities and within IBM.
- Drive product sales through Proofs of Concept, where a customer evaluates a solution that interacts with their own infrastructure and systems. I have lead this kind of engagements coordinating a team to deliver in time while meeting the customer's expectations, based on the negotiated scope.

- Technical Rep of the Quarter Award LA, 4Q 2005
- Lego of the Year Award 2005, LA
- Deployment of the Year Award 2005, LA
- Diploma for excellency in computing, Modern American School, 1996
- Diploma for First Programmer's Contest, ITAM, 1996

### Training

- TechReady 8, February 2009 (Speaker)
- Windows Communication Foundation Immersion, September 2008
- Building SOA Solutions, June 2008
- Biztalk Immersion, February 2008
- TechReady 6, February 2008
- Technical Leadership Exchange, April 2007
- WebSphere Process Integration STEW 6.0.2, February 2007
- Architectural Thinking, August 2006
- DataStage Enterprise Edition, July 2006
- SOA Jumpstart Bootcamp, May 2006
- Enterprise Service Bus STEW, January 2006
- IBM Software University 2005, 2006
- WebSphere Process Integration STEW (T3), July 2005
- WebSphere Application Server v6.0 Skills Transfer, January 2005
- Integrating Using WBI Server Foundation, September 2004
- WebSphere Business Modeler, August 2004
- Process Choreography with WBI Server Foundation STEW, July 2004
- IBM WebSphere Portal Version 5.0, Application Development, June 2004
- IBM Linux Training, June 2003
- WebSphere PoC Workshop, July 2001
- Curso Java Programming Language, Sun Microsystems, July 1999
- Success Train Q2 1999, Informix
- C++ Workshop, Universidad Nacional Autónoma de México, January 1997
- Visual Basic Workshop, ITAM, April 1996

### Education

- Bachelor of Computer Engineering, Universidad Nacional Autónoma de México, 1996-2002  
Thesis: Instant Intranet: Web Content Management System, September 2005
- Primary and Highschool Education, Modern American School, 1981-1996

### Languages

- Spanish, 100%, English, 100%

- Develop integration solutions based on Service Oriented Architecture (SOA) and Enterprise Service Bus (ESB), leveraging the WebSphere Process Integration suite. This usually involves connecting to EIS, custom or legacy systems and Web Services, frequently using technology and application adapters.
- Build Web front-ends for J2EE and SOA applications using AJAX, Javascript, XSL, CSS, XHTML, and SVG.
- Present technologies, products and solutions to small groups and large audiences. Create new presentations that meet specific requirements, and are focused on the target audience.
- Assist customers through critical situations, by being the focal point for contact with support teams. Help customers by reviewing code and configurations for adherence to best practices. Use profiling techniques to pinpoint issues with products and systems.
- Team up with sales representatives to meet and exceed the quota, by helping customers understand the technical and business value of solutions and move further along the sales cycle.
- Quickly learn and adopt new technologies and IBM products, obtaining several product and technology certifications over the past few years.

### Information Management IT Specialist, November 2001 - July 2004

- J2EE Application development using IBM Informix Dynamic Server, IBM DB2, IBM Content Manager and Enterprise Information Portal EIP.
- Development and implementation of solutions based on Instant Portal.
- Migration of the Web Content Management system Instant Intranet to J2EE.  
Features added:
  - Support for user defined metadata for documents.
  - Support for XML documents that are transformed into HTML using XSLT.
  - Revamped discussion board (forum).
  - Improvements in stability, performance and security, code cleanup and standardization.
- Teach courses on J2EE Application Development using Rational Application Developer, Informix, and DB2.

### Intern, March 1999 - October 2001

#### Informix Software, Mexico

- Application development using Dynamo Application Server, and J2EE applications based on Tomcat and Orion.
- Member of the Instant Portal's development team, which includes modules for online postcards, electronic mall, and surveys.
- Member of the Instant Intranet's, development team. Instant Intranet is a Web Content Management solution, based on Informix (IDS) and ETX. It includes workflows, message boards and address book.
- Web applications and prototypes development using Informix Foundation.2000, Web Datablade Module, Excalibur Text Search Datablade.
- Portal application for Comisión Federal de Electricidad's online payment and customer support site, Sistema de Atención a Clientes (SAC Internet)  
<http://www.clientes-cfe.gob.mx>.
- Web prototypes for several customers including Afore XXI, Bancomext, CFE, Gobierno de Guadalajara, ITESM, Mabe, PEMEX, SAT, UNAM.

## Computer Languages

- Java: JEE: JSP, Servlet, Custom Tags, EJB, JDBC, JSTL, JMS, Struts, Java Server Faces
- NET: C#, WCF (Windows Communication Foundation), WF (Windows Workflow Foundation), ADO, ASP .NET...
- C, C++, Objective C, Cocoa, Pascal
- iPhone Development, OpenGL ES
- XML, XSLT, XML Schema, DTD, XPath, XSL-FO, SVG
- Web Services: WSDL, SOAP. BPEL
- AJAX, HTML5, CSS, Javascript
- Other: Perl, PHP, Open GL

## Middleware

- Microsoft Biztalk Server, BizTalk Adapter Pack
- Microsoft Office SharePoint Server
- WebSphere Application Server, WebSphere Portal Server
- WebSphere Process Server
- WebSphere Business Modeler & Monitor
- IBM JCA Adapters
- WebSphere MQ, WebSphere Message Broker
- WebSphere Service Registry and Repository
- Workplace Forms
- Other App Servers: Tomcat, Orion, Resin
- Web Servers: Apache, IBM HTTP Server, IIS

## IDEs and Development Tools

- Microsoft Visual Studio, Expression Studio
- Rational Application Developer
- WebSphere Integration Developer
- Eclipse
- Apple XCode

## Databases

- Microsoft SQL Server
- IBM Informix Dynamic Server
- IBM DB2, Informix Dynamic Server
- MySQL, PostgreSQL

## Applications

- Adobe: Acrobat, Illustrator, InDesign, Photoshop, Dreamweaver, Flash
- Apple Final Cut Pro, iWork, iLife
- AutoCAD, Maya
- Microsoft Office
- VMware Workstation, Virtual PC

## Operating Systems

- Windows 7, Vista, XP
- Windows Server 2003, 2008
- Mac OS X, Mac OS 9.2
- Linux: SuSE, Ubuntu
- UNIX: AIX, HP-UX, Irix, Solaris

- Teach development courses on ATG Dynamo, Web Datablade, Orion Application Server; in Mexico and other countries.

## Freelance Projects, 1998 - 2000

- **UNESCO (Oct 2001)**  
Development of UNESCO's Intranet for event management, using J2EE (Tomcat) and MySQL.
- **Consejo Mexicano de Oncología, A.C. (Jan 1999 - May 2000)**  
Development of a website for Consejo Mexicano de Oncología, using PERL <http://www.cmo.org.mx> (current version different)
- **Instituto Mexicano de Educación para el Desarrollo Rural (IMEDER) (Nov 1999 - May 2000)**  
Website development for Instituto Mexicano de Educación para el Desarrollo Rural <http://www.imeder.org> (currently offline)
- **Handel Comm (Jul 1999 - Nov 1999)**  
Development of standalone application "Planificador para Afore XXI" (Retirement calculator) using Visual Basic.
- **Fundación Mexicana para el Desarrollo Rural A.C. (Jan 1999 - Nov 1999)**  
Website for Centro de Estudios Estratégicos para el Desarrollo Rural <http://www.fmdr.org.mx/ceedr/> (currently offline)
- **CANACINTRA (Cámara Nacional de la Industria de Transformación) (Sept 1998 - Mar 1999)**  
Full development (graphic design and programming) of CANACINTRA's website, using Informix Universal Server and Web Datablade. <http://www.canacintra.org.mx> (current version different)
- **Fundación Mexicana para el Desarrollo Rural A.C. (Jan 1998 - Sept 1998)**  
Full development (graphic design and programming) of Catálogo de Oportunidades de Negocios website, funded by Fondo Chiapas and Secretaría de Desarrollo Económico de Chiapas. This development included access to a Filemaker Pro database, along with server installation and configuration. <http://opportunities.chiapas.org> (currently offline)
- **Federación Latinoamericana de Sociedades de Cancerología (FLASCA) (Jun 1998)**  
Website development for FLASCA's partners and associates.

## Webmaster, January 1996 - April 1998

### Grupo Asae - Proesa

- HTML coding and content generation for México en Red Portal (<http://www.mexred.net.mx>; no longer online), particularly the sections: Movie Schedules, Theater Schedules, Videogames and Museums.
- Webpages for several Mexred's customers including Cinemark, Círculo Mixup, Warner Bros., Sony Pictures, Paramount Pictures.
- User administration and technical support for customers of Mexred's ISP service.
- Teach courses on HTML and Javascript.
- Write articles for the magazine Opción Apple.

## Graphic Designer, June 1994 - September 1995

### Asesoría en Sistemas Administrativos Electrónicos y Jurídicos

- Graphic design of several maps for educational applications, Geografía de México and Geografía Mundial.
- Teach courses on Adobe Photoshop and Aldus PageMaker on Mac platform