

## Dennis Werner Newel

### Profile

IT professional with ten years of diverse IT and Internet experience. Knowledge built on a master degree in business administration and computer science, as well as a range of different jobs and assignments. IPMA certified project manager, analyst and former developer with the focus on bridging business and technology. Have worked with clients on all levels of an organization.

### Key Strengths

- Consultant
  - Strategic impact and use of IT
  - Requirements gathering/gap analysis
  - Formulation of requirement specification
  - System and integration architecture
  - Data modelling, domain analysis and functional analysis
  - Use Cases and mock-ups/prototyping
  - Test cases and test frameworks
  - Development methodologies like OOAD, XP and CBD
  - Development languages like Java, PHP, Perl, Ruby, SQL/PLSQL, HTML
  - Software installation and configuration. Both client and server software
- Analyst
  - Logical approach to problem solving
  - Thinks in patterns and structures
- Mediator
  - Patient, listening and open-minded
  - Liaising between business and technical groups

### Experience

**Escalate Retail, London — (<http://www.escalate.com>)**

**2007 till now**

#### *Senior Consultant*

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Escalate Retail – Develops and implements cross-channel commerce software for in-store, on-line and over-the-phone sales and customer support. They have a customer base of over 650 retailers.

#### Key Responsibilities:

- Assist clients in converting business requirements into technical solutions using the Blue Martini e-Commerce platform
- Implement e-commerce solutions based on the Blue Martini e-Commerce platform
- Extend base product to fulfil customer requests
- Assist in pre-sales product demos
- Provide support and troubleshooting to clients while on-site

#### Notable Achievements:

- Analyze, scope and implement new SEO URL module for Blue Martini 9.0 and 9.5
- Analyze, scope and implement customizations in integration to InStream FAST search server
- Act as lead developer for a small virtual team as well as guide and help developers new to the Blue Martini framework
- Implement 3D-Secure in existing Blue Martini 6.5 installation

**Allegro Development, London — (<http://www.allegrodev.com>)**

**2007 till 2007**

***Energy Consultant***

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Allegro Development – Designs and delivers Energy Trading & Risk Management software to large and midsize energy companies worldwide, upstream and downstream

Key Responsibilities:

- Interface specification and development
- System configuration and installation
- User training
- Business process research
- Testing

Notable Achievements:

- Assisted in installation and configuration of the Allegro software on-site as well as business process research, specification and testing
- Researched, specified and developed interfaces between Allegro and other client systems
- Collaborated with client on issues of development, test and production setup as well as architecture around interfaces between systems.

**Adapt A/S, Copenhagen — (<http://adapt.dk>)**

**2005 till 2006**

***Project Manager***

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Adapt A/S – Full service internet development and consulting company, with clients in government, retail and B2B.

Key Responsibilities:

- Assist the clients in formulating needs and requirements for projects
- Write requirement specifications
- Manage 3–4 concurrent projects
- Keep projects within budget and on time while still living up to the clients expectations
- Ensure a continued good relationship with the client
- Train the customer in using their final product and act as first line support
- Report regularly to senior management on project status and economy.

Notable Achievements:

- Launched an e-commerce website, intra- and extranets and a range of different information websites.
- Managed 11 projects until now throughout their entire project life cycle. Project lengths varying from 50 to 900 man hours, with most around 1–300 hours.
- Handle incoming support requests from between 15 and 20 clients. From the client's initial contact until the issue is resolved
- Assisted in formulating company project model and framework
- Introduced new productivity systems and workflow concerning projects and documentation methods

**Newel.dk, Copenhagen — (<http://newel.dk>)**

**1996 till 2006**

***Independent Consultant***

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Newel.dk – ad-hoc IT consulting.

Key Responsibilities:

- Technical consultant
- Systems and application architect
- Developer
- Software installations and configurations

Notable Achievements:

- Assisted in architecting and developing a business-to-business portal for a large Danish information provider
- Developed small internet applications and websites
- Undertook buying, installing and configuring both servers and workstations for small companies

**TDC Solutions A/S, Copenhagen — (<http://tdc.com>)**

**2003 – 2005**

***Technical Advisor***

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TDC Solutions A/S – Largest Danish telephone and internet provider, and part of the TDC Group. The TDC Group was the former telecom monopoly in Denmark, but now privatized.

Key Responsibilities:

- Technical assistance to project managers
- Evaluating software products and platforms
- Technical contact for sub contractors. Both during projects and on-going maintenance
- Development and maintenance of parts of tdconline.dk

Notable Achievements:

- Assisted in formulating data communication methods and integration strategies with other companies in the TDC Group
- Part of a team that evaluated and tested potential software platforms, which should handle online collaboration and communication for thousands of customers
- Developed several modules for the platform behind tdconline.dk, including an XML based system integration, a system for gathering user comments and a system for managing and a system library to standardise validity testing of user input.

**TDC Services A/S, Copenhagen — (<http://tdc.com>)**

**2002 – 2003**

***Software Developer***

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TDC Services A/S – Develops and maintains all major systems within the TDC Group, and is the main contractor for all companies in the group. Part of the TDC Group.

Key Responsibilities:

- Maintain and expand a Java based client-server solution developed in-house
- Analyse the future possibilities of the system
- Research integration strategies

Notable Achievements:

- Expanded the existing system with new modules and features, e.g. a module to convert Word HTML to valid HTML.
- Developed web services prototypes as a proof of concept for future possibilities of the system
- Researched the possibilities of integrating the system to other systems within TDC, and formulated three possible integration and expansion strategies
- Established and conducted a workshop with the client to establish the future goals for the system

**TDC Internet A/S, Copenhagen — (<http://tdc.com>)**

**2000 – 2002**

***Software Developer***

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TDC Internet A/S – Largest ISP in Denmark, now part of the TDC Solutions.

Key Responsibilities:

- Develop and maintain database driven websites
- Finding and evaluating portal software
- Assisting in server maintenance

Notable Achievements:

- Chose portal platform and introduced it in the organization
- Implemented an extranet in two months with two other colleagues, on the new platform
- Evaluated payment gateways and e-commerce software
- Assisted in developing and maintaining build-to-order systems for large clients

**Dennemeyer & Company, Luxembourg — (<http://www.dennemeyer.com>)**

**1999 – 2000**

***Software Developer***

Dennemeyer & Company – Provider of software for intellectual asset management

Key Responsibilities:

- Develop a browser based client for an experimental client-server based system
- Collaborate with the server team to define communication protocols and data transfer

Notable Achievements:

- Built a desktop-like environment in a single browser window, to allow the user to work with several different views or documents at once.
- Constructed a spreadsheet presentation of data, to act as a “window” in the browser environment
- Helped establish the communication protocol between the client and the server

**Skills**

Project Management	Methodologies	Programming Languages
Requirement specification	Object Oriented Analysis and Design	General Java
Estimating	Extreme Programming	JSP, Servlets & EJB
Planning and resource scheduling	Component Based Development	Javascript
Daily management		SQL/PLSQL
Motivating and sparring		XML
Reporting		HTML, DHTML & CSS
Testing		
Finalizing and closing		

**Qualifications**

Copenhagen Business School:

- **M.Sc. Business Administration and Computer Science** — 2000 – 2003  
Master Thesis on System Integration — “*A decision support tool to help IT managers or consultants find the best technical solution to a given systems integration problem*”.
- **B.Sc. Business Administration and Computer Science** — 1996 – 1999

Association of Danish Project Management:

- **IPMA (Level D) certification as Project Management Associate** — 2006

**Other Interests**

Hiking/walking, Rock climbing, snow boarding, reading and spending time with my friends and family.