

ANDREW BAYLY

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SOFTWARE ENGINEER

Innovative customer oriented software engineer with over fifteen years experience in all aspects of the development process. Proven success in forging relationships with developers and customers alike, always with a view to finding solutions that meet the needs of the customer. Hands on experience with C++, JavaScript, application servers, Web Services, enterprise architecture, SQL.

PROFESSIONAL EXPERIENCE

INFOR GLOBAL SYSTEMS, San Mateo, CA

2007 – 2016

Senior Principal Architect, 2010 - 2016

- Re-architect Epiphany Marketing solution to operate as a multi-tenant application allowing it to run in The Cloud, and to work with partner Enterprise Applications, including salesforce.com
- Design Social Marketing solution which utilizes Facebook social actions to deliver targeting marketing messages, increasing revenue on retail web-sites.
- Collaborate with product management to design and specify customized marketing solutions for business verticals.
- Design RESTful interface for integration with 3rd-party applications and custom user interfaces.
- Create jUnit-based automated test framework for QA of application server regression tests.

Development Manager, 2007 - 2010

- Led team of 20 engineers (development & QA) delivering 4 releases of Epiphany real-time marketing solution - enabling multi-channel marketing campaigns, comprehensive integration of real-time analytics, user interface improvement, and enhanced security.
- Architected integration of Epiphany Inbound with Teradata Outbound marketing.
- Developed streamlined maintenance system delivering regular patches to customers to solve critical issues, and working with front-line support to solve urgent problems in a timely manner.
- Ported Epiphany Real-Time to HP Itanium platform.

Principal Software Engineer, 2007

- Created UI prototypes for enhanced business rules interface.

CHARLES SCHWAB, San Francisco, CA

2005 – 2007

Senior Tech Lead

- Led team of 4 developers and managed the integration of Epiphany real-time marketing into schwab.com customer website.
- Developed tools to monitor performance and availability of application servers.
- Led team of engineers developing enhancements to marketing campaigns to support changes in marketing strategy.

SBC SERVICES, San Ramon, CA

2003 – 2005

Senior Analyst

- Improved usability of Epiphany Marketing application allowing Marketers to enter complex business rules using a greatly simplified UI.
- Automated regression test process for marketing rules, reducing testing time from 4 weeks to 1 week, enabling 6 release per-year publishing cycle.
- Trained development team in the use of JavaScript and automated testing, enabling team members to maintain and enhance automated test suite.

EPIPHANY, San Mateo, CA

1997 – 2002

Senior Solutions Engineer, 2000

- Customized Epiphany Marketing solutions, integrating with Autonomy and iMediation to deliver personalization portal.

Senior Software Engineer, 1997 - 2002

- Designed and maintained Studio Tool (C++/MFC) which allows technical users to create and support development of marketing campaigns.
- Integrated JavaScript engine and debugger into real-time C++ application server. providing real-time debugging capability for server side JavaScript applications.
- Implemented XML interface to deliver marketing decisions from application server to web server.
- Create automated testing toolkit enabling developers to run regression tests as part of incremental development process.

BARRA, Berkeley, CA

1995 – 1997

Software Engineer

- Collaborated with a team of engineers, developing solutions to manage and analyze risk in financial portfolios. Developed data entry screens, and reports using C++ and MFC.

EDUCATION

M.Sc. Computer Graphics

1992

University of Teesside, UK

B.Sc. Mathematics

1985

University of Southampton, UK