Yvan Frey

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PROFILE

IT Executive with 25 years of global enterprise experience in application development and support, ranging from custom developed enterprise applications to internet sites, ERP implementation, BI and enterprise integration and mobile. Responsible for multiple departments, covering a multitude of technologies and architectures, including Java and .NET applications, Oracle and SQL Server databases, mobile development and vendor solutions. Deep hands-on understanding of technology.

EXPERIENCE

Liquid Thought, Los Angeles, California **2007-present**

Owner and Chief Architect

- Co-Founded Liquid Thought, LLC, a small IT consulting company (~10 employees, contractors, $1M+ revenue).
- Brought clients to the company.
- Hired personnel, contractors.
- Responsible for systems development.
- Fluent in range of technologies: mobile (Swift, SwiftUI, Flutter), web, web sockets, services, databases.
- Administered company (billing, payroll, taxes, contracting, etc.)
- Implemented multiple custom systems (mobile, web, e-commerce, publishing, shipping, compensation, workflow, financial, telephony etc.) and integrations (ESB),
  specifically:
  - Created web front-end to multi-level marketing (MLM) system, including consultant signup and renewal, processing returns, obtaining FedEx and UPS labels. Signup process includes a consultant testing and scoring system.
  - Created a lead management system (based on a finite state machine), with geographical and rule based lead assignment, automatic lead and consultant followup via email messaging, rule based re-assignment, lead survey and reporting (including product and signup conversion reporting).
  - Integration with Alteryx a demographics system/database to determine consultant saturation.
  - Incorporated Google analytics, URL rewriting for SEO in websites, social media integration points.
  - Researched, recommended and implemented CDNs, typically Limelight Networks for large files, large downloads, images and video streaming.
  - Researched, recommended and implemented email deliverability guidelines (email server setup, content rules, opt out options, spam filters (personal and ISP based), avoiding blacklists) and a verification system (ReturnPath).
  - Created Consultant dashboard showing general consultant information, leads, returns, shipping errors, downline signups, renewals etc.
  - Created a content management and publishing system based on Microsoft SharePoint. System allowed HTML publishing (newsletters, web pages), large office document publishing, automatic document slicing and preparation for web consumption (HTML, CSS and JavaScript) and offline reading (PDF) based on user annotations, and video publishing. Content is managed on an internal server, and is published via FTP to a website.
  - Integrated ordering system and availability to promise (ATP) Oracle E-Business Suite 11i (11.5.9) ERP.
  - Migrated multiple Oracle E-Business Suite 11i ERP to 12i.
  - Integrated call center Asterisk telephony system to call center web app using C#.
  - Created “Jay (Education Companion)”, an educational iOS app published on the App Store. Jay is written in Swift and is designed for children to practice math facts, do math races against their friends over the

Internet and to listen to stories. Jay talks and understands voice, much like Siri (using the Speech API) and alternatively accepts keyboard entry as well. Jay communicates with a Node.js (JavaScript) back-end using web sockets.

- Wrote a WebRTC client to place and receive phone calls from within a browser. The browser app uses sip.js (a SIP library) for session control. On the server, Kamalio SIP Server is used for session control and RTP Engine is used for media (RTP streams). The app usees Ice and Turn servers to negotiate endpoints and codecs and also supports sending DTMF tones.
- Wrote a telephone system load test that generates 10s of thousands of phone calls in a few minutes. It analyzes the calls and reports success and failure based on several criteria. All calls are routed back to numbers that are owned by the telephone company, so carrier costs are avoided.
- Stabilized and enhanced a number procurement and routing application integrated with multiple phone number providers. The application makes the numbers available on the telephone company's programmable phone number platform. Added and improved phone number integrations with several providers: Inteliquent, Bandwidth, Peerless for local numbers and SOMOS and Level 3 (for provisioning) for toll-free numbers.
- Ported an Adobe Flash based Notification System (supporting voice, SMS and email messages) to an Angluar Material front-end with a Node.js back-end. The Node.js back-end makes calls into a telephony system.
- Ported a conference application from Adobe Flash to Adobe AIR desktop apps running on the Mac and on Windows PCs. Wrote installer and updater for both platforms. Updated the ANT build script to handle both desktop deployment targets, while still preserving the Adobe Flash (browser based) targets, using code parameterization and substitution and conditional execution for different targets. The build script for the Mac includes icon creation, code signing application components, DMG creation and notarization with Apple (including a custom ANT task to consolidate async notarization responses). On the Windows side the build script includes code signing and installation and update are done using Inno Setup to create standard Windows installation packages.
- Created an API emulator to help customer migrate from one telephone system to another, while still using existing API calls.
- Created a push notification system for iOS and Android platforms using Flutter. Users that register for push notifications, get push notifications instead of SMS messages thereby lowering the cost of message delivery.
- Created CI/CD workflows with gitlab runner to create builds in private docker repo.
- Created a phone number port-out responder that allows numbers to be automatically ported out if the phone number is valid and a valid PIN is provided. The responder checks several telephony systems in parallel to find the requested number and validate the request.

Herbalife International, Torrance, California **2002-2007**

Vice President, Information Technology

- Responsible for Herbalife's application development, implementation and support, with an operational budget of $11M and a capital budget of $13M.
- Overseeing 4 departments, with 4 direct reports (3 Directors and 1 Sr. Manager) and a team of 40+ in-house staff and 70+ contractors covering development and support of internet sites and applications, custom built in-house applications, the business intelligence and ERP platforms and the legacy host system.
- Hired more than 30 people into the organization, including developers, architects, project managers and directors and concurrently worked out under performers, thereby upgrading the skill level and enabling IT to keep up with double digit company growth.
- With India based Infosys, utilized the "global delivery" (onsite/offshore) project implementation model to implement large projects and provide extra bandwidth during high project load. Utilized up to 200+ contractors during largest project.
- Implemented several Oracle E-Business Suite 11i (11.5.9) ERP solutions. Implemented FM, SCM and inventory modules for more than 60 countries on a global single instance, running on a Red Hat Enterprise Linux 3 operating system, an Oracle 9i (9.2.0.5) 4 node RAC database cluster hosting a 2 TB database and a 3 node Oracle application server tier with 2,500+ client front-ends running Jinitiator.
- Migrated Order Management (OM) and DM, a custom CRM application, from a legacy HP3000 system to the Oracle E-Business Suite and built bidirectional data synchronization between both systems.
- For all systems supported all non-production environments, including development, QA, integration, and staging environments.

- Responsible for architectural direction for buy vs. build decisions, software products, software environments (such as Java and .NET), software tools and build processes, enterprise integration, SOA architecture.
- Utilized different development methodologies depending on project type and size, such as waterfall, and iterative methodologies. Integrated selected parts of agile methodologies, such as the use of smokescreen testing and continuous integration.
- Built herbalifeshopping.com, the first customer ordering site for Herbalife, opening a new sales channel for the company. Utilized Apache and Java EE for the web tier, ATG for the E-COM components, .NET C# for the web services application tier and TeamSite and MediaBin for content and digital media asset management. Utilized TransWare Ambassador for translation work-flows and integrated it with TeamSite.
- Redesigned and migrated herbalife.com and myherbalife.com from a 3rd party hosted solution onto the internal Apache and Java EE platform established for herbalifeshopping.com.
- Built an online distributor application, eliminating the need for paperwork and allowing for people to signup and move on to placing their first order all in one online session.
- Re-architected stovepipe enterprise architecture into standards based BPEL and ESB architecture.
- Implemented several country openings, including the China expansion, which required a completely new system to be written, a web based .NET system with a SQL Server database back-end.
- Implemented several country "remodels", a change in business model, replacement of 3rd party importers with Herbalife subsidiaries and vice versa.
- Supported the HP3000 legacy system, the Oracle E-Business Suite ERP and all custom built systems with level 2 support and mandatory statutory work and technology upgrades and migrations.

Senior Director

- Responsible for custom application development, implementation and support with an operational budget of $6M and a capital budget of $6M.
- Overseeing 2 departments, with 2 direct reports (1 Directors) and a team of 20+ in-house staff and 30+ contractors covering development and support of internet sites and applications and custom built in-house applications.
- Built out departments by hiring key people.
- Employed an off-shoring company, Infosys, for extra bandwidth on projects.
- Implemented a standing order system for Herbalife Japan using Microsoft Commerce Server, SQL Server, ASP and Visual Basic. This system has a browser front-end for web users as well as a Windows client for call center users and is integrated into a HP3000 host.
- Designed and developed the Herbalife Payment System (HPP), one of the first .NET systems implemented, which authorizes and settles payments with multiple clearing houses, allowing it to handle mainstream cards and local cards.
- Rebuilt herbalife.com and herbalifecentral.com and launched myherbalife.com using an Apache/WebLogic Java EE web tier (developed by a 3rd party) and a .NET web services application and host integration tier. Myherbalife.com allows for web ordering (E-COM) of the entire Herbalife product catalog and includes complex discount rules reflecting the Herbalife multi-level marketing plan.
- Created a web based pre-registration system and an onsite registration system, to support Herbalife's ongoing events and extravaganzas. These custom developed systems offer ticket purchasing, guest attendance tracking and support more than 25 events a year.
- Created a lead assignment system supporting TV campaigns and other lead generation mechanisms.
- Created several sites supporting promotions. These sites allow distributors to track the progress they are making toward their promotion goals.
- Implemented Distributor Web Sites (DWS). These sites were provided by a 3rd party and were integrated into the company application web services tier for authentication, ordering and inquiry.
- Migrated the HPP payment system to .NET C# and added support for more clearing houses.
- Implemented iCentris, a 3rd party, multi-level marketing specific solution for web based distributor organization management and integrated it into myherbalife.com. Created a subscription system to accept monthly payments for it.
- Developed liftoff.com, a Flex based product site for one of our flagship products. This site includes the ability to place orders online (E-COM), fully utilizes Flex and AJAX technologies and integrates into the existing web services application tier.
- Opened (and secured) web services tier to allow for locally developed web sites, i.e. for Herbalife Japan. Opened the services for authentication, ordering and inquiry.
- Supported multiple internal systems, such as Phoenix, the multi-level marketing compensation system and vendor systems, such as Microsoft Enterprise Reporting.
- Implemented a mass-mailing system, ExactTarget, and integrated it into our database back-end.

- Developed a sales and distributor data warehouse using MicroStrategy's BI toolset.

Walt Disney Co., Burbank, California **1994-2002**

Director, IT
- Responsible for several IT systems for BVI, Disney's international theatrical distribution company, for DCVI, the international dubbing division, and for TV Animation and Feature Animation systems, with a $3M+ budget.
- Responsible for the integration of Disney's music group with Universal.
- Lead a team of developers in the design and development of a complete rewrite of the sales and marketing system for BVI.
- In doing so, pioneered "co-sourcing" on a large multi-million dollar project, sharing project activities between IT resources and the off-shoring company.
- Provided technical assistance to almost all studio development teams.
- Key advisor for team in charge of content management and media asset management systems.
- Set studio application development and deployment standards.
- Lead .NET and Java adoption initiatives.

Senior Manager
- Responsible for TV Animation systems, with a $1.5M+ budget.
- Designed a worldwide animation production tracking system, fitting the vision of a global virtual animation studio based on a custom designed, user customizable workflow system.
- Lead a team to implement the system, saving the studio hundreds of thousands of dollars each year.
- Pioneered the use of barcodes in a web browser front-end, providing platform independence between Windows, Mac and Unix workstations.
- Created a web based production review system using video streaming technology.
- Automated pre-production financial process.

Application Development Manager
- Designed and lead the development and implementation of a worldwide financial forecasting system for BVHEI, Disney's international home entertainment distribution company.
- Pioneered the use of pre-built software components.
- Created a worldwide software distribution system allowing automatic software upgrades and desktop configuration changes.

Application Developer and Project Leader, Benefit Panel Services, Los Angeles, California **1993-1994**
- Lead a team of developers in the design and development of an eligibility system.
- Lead the adoption of client/server development tools.

System administrator, Oracle DBA and developer, Orlab S.A., Orbe, Switzerland (as contractor) **1989-1993**
- Supported the company's production system.
- Proposed, designed and lead a team to develop a new version of their system allowing the company to move away from their proprietary platform.
- Developed several office automation applications.

Programmer, Fides Informatique, Geneva, Switzerland **1988-1989**
- Developed relational database systems for several customers, including the Red Cross.

Programmer, JJ Partners, Zurich, Switzerland **1988-1988**
- Developed several business applications including an inventory management system for Johnson & Johnson.
- Developed a PC based database system with host integration.

Independent Programmer, Zurich, Switzerland **1987-1988**
- Developed a system for veterinarian offices, based on a relational database and a character mode windowing system.

EDUCATION

University of Lausanne, Lausanne, Switzerland
B.B.A., Bachelor of Business Administration with emphasis on MIS, 1993

SKILLS SUMMARY

Enterprise systems architecture, design and implementation. Microsoft .NET and Linux/Java application development, Node.js, and mobile app development (Swift, SwiftUI, Flutter, app store publishing), Oracle E-Business Suite ERP, Oracle and SQL Server databases, Microsoft and Java development tools. Enterprise integration, SOA and XML technologies and WebSocket communication.

LANGUAGES

Fluent in French, German, some Spanish.

REFERENCES

Available upon request.