

## **Robert Appelbaum**

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**BACKGROUND** I am a seasoned professional with over 18 years of experience in the software development and financial services industries. I have provided consistent and dedicated service to a variety of companies including venture funded software development startups, publicly traded software vendors and large financial corporations. My capabilities include: efficiently managing teams of offshore developers, integrating open source packages with commercial software, designing and developing key architecture components, customizing development methodologies, supporting production deployments and generating revenue through effective pre-sales activities. I am highly experienced in designing and implementing enterprise infrastructure and security components for mission critical, financial software. I am comfortable managing complex software systems. I am capable of cost effectively deploying large scale enterprise systems for corporations in a timely manner.

**SKILLS**

Networking

- Experienced with designing and developing N-Tier, web based and rich client applications.
- Knowledgeable in the use of Message Brokers (IBM, TIBCO, etc.)
- Knowledgeable in DNS, TCP/ IP, HTTP[s], LDAP[s], IPSec, IIOP, RMI, DCOM, SOAP
- Proficient with LDAP Schemas, LDIF formats and Development APIs

Development

- Expert at benchmarking, tuning, and optimizing Oracle and Sybase databases.
- Expert in leveraging Rich Client, Flex, Java, J2EE, EJB, JMS, JSP, Servlets, and XML
- Highly Proficient in Java, Jython, Python, SQL, PHP, C/C++, CORBA, LISP.

OpenSource

- Log4J, Junit, Eclipse, Spring, Spring LDAP, Hibernate, Dozer, OSCache
- SVN, CVS, Ant, Maven, Cygwin
- Wordpress, PHP, Apache, MySQL

Architecture

- Expert understanding of Relational DB, Object DB, and CORBA.
- Experience leveraging common design patterns and open source.
- Skilled in the use of Transaction Managers (OTS, XA, etc.).
- Knowledgeable in parallel processing architectures and Artificial Intelligence.

Management

- CMM Level II certified
- Experienced Manager of Offshore Software Development Teams and Projects
- Experience with cross platform development and legacy migrations.
- Experienced with design and implementation of multimedia applications.
- Skilled in the use of UNIX, WINDOWS XP, VMS.

**PUBLICATIONS**

Print	<b>Component Strategies</b> "Transitioning to Components at Copeland Associates"	December 1998
	<b>Component Strategies</b> "The Next Generation of CORBA"	August 1998
	<b>Object Magazine</b> "Persistence for Business Objects"	March 1998
	<b>Wall Street and Technology Magazine</b> "Distributed Objects Gain Ground"	April 1997
Web	<b>The CORBA FAQ Web Site</b> <a href="http://www.effectivecomputing.com/corba-faq">http://www.effectivecomputing.com/corba-faq</a>	January 1997
	<b>Application Development Trends</b> "Under the Hood of Distributed Application Testing"	June 1996
	<b>Object Magazine</b>	September 1995

"ORBs and OODBMs, the Perfect Solution"

**EMPLOYMENT  
HISTORY**

**Effective Computing, Inc.** <http://www.effectivecomputing.com>  
**Founder / President** 1999 through present

Founder

Effective Computing provides enterprise software architecture and development expertise to the financial services industry. Service offerings include deliverables in multiple phases of the software development lifecycle. Deliverables may focus on requirements gathering, software architecture, software design, development, testing, disaster recovery, data modeling, project management, program management. In addition to delivering the required work products, mentoring or custom training can also be provided.

Architect  
Developer

**Consulting Project: BNYMellon** 2005 through present  
**Federal Reserve and DTC Clearance and Settlement System**  
**Lead Architect, Designer and Developer**

The project goal is to fully replace the GSCX system from a VMS/TMX platform to an open systems platform based on a rich client flex based user interface hosted on Weblogic. Data storage is implemented using Oracle and SunOne Directory Server provides authentication and authorization. Numerous Open Source packages such as Hibernate, Spring, Spring LDAP, Log4J have been utilized to reduce the amount of custom development required. Enterprise requirements include High Availability, Replay, and numerous regulatory requirements. The system supports in excess of 1 trillion dollars in business transactions each day.

Architect  
Developer

**Consulting Project: The Bank of New York** 1999 through 2005  
**Domestic and Global TriParty Repurchase Agreement System**  
**Lead Architect, Designer and Developer**

The project entailed migration of a legacy terminal based user interface from a VMS platform to an open systems platform based on Weblogic, Sybase and SunOne Directory Server which connected to the heritage back end. The platform supports in excess of 1 trillion dollars in business transactions each day. The systems allow customers and the Federal Reserver to interact with the backend components via a web based front end. I personally designed and developed the security infrastructure to support dynamic authorization and authentication. The team utilized UML based analysis and design tools to implement a distributed application framework based on Java, J2EE (Servlets, JSP, EJB, JMS), LDAP, SQL, C++, Tuxedo, MQ, DCE, EJB, CORBA, DHTML, XML, CSS, and HTML technologies.

Author  
Editor

**Other Projects:**  
**ReviewNet**                      **Author:**                      **CORBA and Java2 QSet**  
**WROX**                              **Technical Editor:**        **CORBA for Linux Developers**  
**TalentPoint**                    **Technical Editor:**        **CORBA testing module**

Architect  
Developer

**Genesis Development Corporation**  
**Regional Manager / Senior Consultant** 1997 – 1999

Genesis Development Corporation specialized in object technology and in transitioning companies to object technology. Genesis was eventually acquired by Iona. While there, I provided senior consulting services and managed teams of consultants delivering services to clients in the north east region.

Architect  
Developer

**Consulting Project: IMA**  
**Project Planning / Management, Architecture Review**

1997 - 1999

Assisted IMA with the design, development, architecture, and project planning for their next generation secure customer service and support product. This product replaced their current Edge product line. The product was developed in Java, OrbixWeb and ObjectStore. Rational Rose and Visual Source Safe were tools of choice.

Architect  
Developer

**Consulting Project: Copeland Associates**  
**Project Planning / Management, Design and Development Mentoring**

1997 - 1999

Assisted Copeland Associates with the development of secure intranet and internet applications to support benefits administration. Copeland Associates was in the process of transitioning their applications and staff skill set from traditional technologies such as AS400 to the latest in Object technology. I provided mentoring to their staff in project management, object modeling (with UML), CORBA development, and the use of application servers. Copeland was using MQ series, DB2, AS400, NetDynamics, Rose, Java, and OrbixWeb. In addition, I managed a team of four consultants which were delivering services to Copeland.

Architect

**Consulting Project: Bacon & Woodrow**  
**Architecture Review, Product Evaluation**

1998 - 1999

Bacon & Woodrow is the leading provider of actuarial consulting and software. I was contracted to review and recommend architecture for their "Prophet" software, which is a secure distributed system based on C++, FTP, and flat files. It was ultimately upgraded to use Versant object database and DCOM for desktop integration.

Architect  
Sales Engineer

**Expersoft Corporation**  
**Chief Systems Architect / Regional Manager**

1995 – 1997

Expersoft developed and marketed CORBA compliant products used to build distributed object-oriented applications. Expersoft was started in 1989 and was eventually acquired by Vertel. As Chief System Architect was the primary representative of client requirements to the engineering team. In addition, I managed eastern regional Systems Architects who's responsibilities included both pre-sales engineering support and post-sales consulting.

Sales Engineer

**Persistence Software**  
**Senior Consultant**

1994 - 1995

Persistence Software marketed a development tool, which automatically generates distributed CORBA and object/relational applications. The software allowed for object oriented caching of relational data. Persistence software was started in 1991 and was eventually acquired by Progress Software. While there I provided both pre-sales engineering support and post-sales consulting services.

Sales Engineer

**INFORMIX Software**  
**Senior System Engineer**

1990 – 1994

Informix Software was a leading provider of relational database engines and 3GL/4GL tools. Informix was eventually acquired by IBM. While there I provided pre-sales engineering

support, delivered technical training and delivered consulting services.

**EDUCATION**

**University of Rochester**

Bachelor's Degree in Cognitive Science

1990

Specialty: Computer / Artificial Intelligence.

Dean's list: all semesters

**NYU, School of Continuing Education**

Object Oriented Programming with C++

1991

**Harvard University, Extension School**

Parallel Processing Architectures

1993