

JUSTIN HALL

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Professional Summary:

Expert technologist and solution designer in the realm of insurance claim systems, Business Process Management (BPM) and custom J2EE/web applications. Strong hands-on leadership, engineering, and analytical skills. Primary expertise is in effective claim systems/BPM design/implementation and project management (is a member of the Project Management Institute), UI design, complex web application development and optimization, usability and load/performance testing. Accomplished oral and written communicator with experience presenting complex topics to diverse audiences in both enterprise environments and small/medium business. Industry experience in property & casualty and life/health insurance, financial services, manufacturing, telecom, and retail operations.

Recent technologies include: ClaimCenter from Guidewire Software, BPM and Workflow systems from Tibco (Business Works, Business Works Workflow and Collaborator, Enterprise Message Service), BEA/Fuego (Studio), Handysoft (BizFlow) and Vitria (BusinessWare), Java/JSP/EJB development on J2EE application servers (Weblogic, WebSphere, ATG, JRun and others), ASP and .NET development on IIS, and Perl and PHP on Apache, Recent exposure to SOA, AJAX, VoIP, WAP, and VoiceXML development and deployment.

Recognized expert and mentor on claims systems, BPM implementations, process design, project management, usability engineering and GUI/screen design. Extensive prior experience with user interface design leveraging HTML, CSS, JavaScript, Macromedia Flash and Photoshop.

Professional Experience:

1/06 - Present

Guidewire Software, San Francisco, FL

**International Senior
Project Manager**

Росгосстрах / Rosgosstrah Insurance (RGS) – Moscow, Russia
Guidewire ClaimCenter 4.x Implementation (Q2 2007-Q1 2008)

Росгосстрах (RGS) was born from the Soviet state insurance monopoly, Gosstrah, and is today Russia's largest insurance provider. Eleven time zones cover Russia's 6.6 million square miles. The country is the world's largest (in terms of land mass). I led a team of multi-national Guidewire consultants to implement ClaimCenter 4.x alongside RGS's configuration and technical staff. RGS was 100% paper based before ClaimCenter.

This project was RGS's first major software implementation. I challenged the client to create a project team that followed software development best practices. Cultural and language and Russian insurance domain knowledge issues were worked through. Tools such as ScrumWorks were implemented. In specific, I helped lead the management team to implement SD lifecycle best practices using SCRUM; helped the management team define project risks and create mitigation strategies; helped the client prioritize and manage features per release; helped the client's business analysts to properly define and document requirements (ran JAD sessions, created requirements documents, provided document reviews, etc.). Provided ClaimCenter design assistance to the technical team. Worked with Guidewire product management on internationalization issues. Spent time configuring ClaimCenter and supporting client resources with their configuration issues; provided assistance with ClaimCenter minor release upgrades.

This project won a Guidewire 2007 Connections® award. In the end, RGS rolled-out ClaimCenter 4.x country wide and will eventually scale to 1500+ users in 40+ regions.

*GAINSCO Auto Insurance, Inc. (GAINSCO) – Dallas, TX, USA & Miami, FL, USA
Guidewire ClaimCenter 4.x Implementation (Q2 2007)*

GAINSCO's specialty is nonstandard personal automobile property and casualty insurance.

They looked to Guidewire ClaimCenter to solve customer service issues, provide a configurable tool, reduce IT maintenance costs, and supply management reports. I helped through the project initiation phase; I brought senior ClaimCenter implementation experience and insurance domain knowledge to the core team.

*FCCI Insurance Group (FCCI) – Sarasota, FL, USA
Guidewire ClaimCenter 4.x Implementation (Q2 2006-Q2 2007)*

FCCI Insurance Group (FCCI) is a leading commercial property and casualty provider throughout the Southeast and Midwestern states, writing more than \$550 million in premium in auto, property, inland marine, general liability, and workers compensation lines of business. ClaimCenter 4.x was installed to consolidate four claims systems and to efficiently handle all of FCCI's claims processing. I lead the ClaimCenter project from day one starting with a business/executive training. Through project initiation, my team planned and scoped out a three release implementation timeline and resourcing plan. The SCRUM project methodology was used. While balancing PM tasks, I assisted in the requirements phase, primarily as a technical BA. I worked with FCCI's Governance group to ensure state/local compliance and that security best practices were followed. FCCI integrated ClaimCenter to four policy systems, ISO, Metropolitan police reporting, several internal financial systems, ImageRight and more. ClaimCenter was configured with tight document/imaging support, a new approach to exposure creation, new screens, revised assignment logic and other standard rules/screen/UI changes. ContactCenter was installed as a global vendor management system; it was configured to FCCI's specs. Vendor data was converted. My blended PM/functional role had me mentor the FCCI dev team and assist in configuration tasks. I provided consulting to the testing team and helped build-out test scripts and a performance test. Further, I provided SCRUM training to the FCCI leadership team. Working with that same team, we jointly managed Guidewire and client dev/BA/QA resources (~20 associates) to a successful, high-quality, delivery – one in which the original business goals were met and exceeded.

*The Hanover Insurance Group – Worcester, MA, USA
Guidewire ClaimCenter 4.x Implementation (Q2 2006)*

The Hanover Insurance Group (Hanover), formerly Allmerica Financial, consists of property and casualty operations. They sell and service personal and commercial auto, homeowners, BOP, workers compensation, property and umbrella policies. Net written premium is over \$2b. I kicked-off the Hanover project with a two-day customer orientation training. Six ClaimCenter functional areas became my responsibility to scope and to plan. I lead the JAD sessions in a technical BA role. I helped create and finalize the project statement of work.

*The Dominion of Canada General Insurance Company – Toronto, Canada
Guidewire ClaimCenter 3.x Implementation (Q1 2006)*

Personal property, personal auto, and commercial property lines of business are being implemented at The Dominion. I assisted the project team as a Sr. Functional Consultant. The project was in final stages of design and configuration. My tasks included workshop attendance and guidance, and product configuration in coverages, lines of business, etc.

1/01 – 1/06

Perot Systems Inc., Tampa, FL

**BPM Solution Designer
Technical Lead
Web Designer/Developer**

*CompuCredit – Atlanta, GA, USA
Tibco BPM Implementation (Q2 2005 – Q4 2005)*

Fortune magazine lists CompuCredit as the second fastest growing company in America, directly behind Yahoo! This financial services company Perot Systems was engaged to evaluate multiple Enterprise Service Bus (ESB) and Business Process Management (BPM) vendors. My role was to recommend a provider and then assist in the first implementation. Tibco Business Works (BW) along with Business Works Collaborator (BWC) and Enterprise Message Service (EMS) were selected. I became the principal BPM architect while leading the BPM effort.

CompuCredit was taking six months to onboard a new vendor or partner. This business problem was solved by implementing a flexible, Service Oriented Architecture (SOA) with a decoupled J2EE web GUI. BW drove the straight-through processing while BWC managed state for the longer running workflows. Multiple partners and vendors interacted with the solution over secure HTTP and SOAP messaging. JMS was used, on the Tibco EMS server, for communication between the presentation and middleware tier.

*SallieMae Financial Services (SallieMae) – Panama Beach, FL, USA
Initial BPM Implementation for the Referrals Processing (5 month duration)*

SallieMae's Florida call center, with over 1,400 employees during peak, was converted from paper to BPM. This became the company's first enterprise BPM implementation. One hundred plus process maps were realized. I exclusively completed all process modeling tasks. JAD sessions were arranged, held and documented. Process designs were engineered, modeled within Fuego Studio 5.5 and reviewed with the SMEs. Turnover to development was facilitated. Upon completion by development, use case demos and process walk-throughs occurred. Additionally, my task was to complete reporting requirements and implementation; on-site project management was charged to me.

*Iowa Telecom – Des Moines, Iowa, USA
Provisioning Switch Process Implementation (1 month duration)*

An enterprise wide provisioning switch replacement was commissioned. This action necessitated that all BPM processes be rewritten. Iowa Telecom uses BPM as a conduit between their Order Fulfillment system and the switch. An expedited timeline was in place. My tasks included process map design and development, technical and project management support.

*JPMorgan Chase (JPMC) – Houston, TX, USA
Feed Acquisition BPM Implementation (4 month duration)*

JPMC piloted a BPM implementation with Fuego's latest J2EE compliant workflow tool, Studio 5.2. My charge was to build the Fuego-Perot relationship while providing technical and business BPM support to the Feugo-JPMC team. The team designed, built and tested workflow processes that automate JPMC's incoming feed system. (There are over 400 feeds that enter on a daily basis.) I participated in the design reviews, object model creation, some development, and lead the testing effort. Successful completion of this project has lead JPMorgan Chase to choose Fuego's Studio tool as their enterprise BPM solution. The Fuego-Perot relationship continues to be strong.

*Conseco Insurance Group (CIG), Bankers Life and Casualty (BLC), Colonial Penn Life (CPL)
Chicago, IL, USA & Philadelphia, PA, USA & Indianapolis, IN, USA
BPM Implementation (2 1/2 year duration)*

Implemented the BizFlow BPM product in multiple business units – CPL New Business (2 phases), CPL Underwriting, CPL Policy Holder Services (3 phases), and Bankers Claim Long Term Care. Instrumental in the project's successful execution through: facilitating the business unit's requirements gathering efforts; process definition design and development; leadership and development of middleware components; providing strategic BPM direction to the business units; leading multiple performance testing efforts; developing BizFlow agents required for custom flow processing; mentoring and leading the development staff on J2EE development best practices and on BizFlow best practices; participation in code reviews.

The BLC/CPL companies integrated the new business processes with their legacy systems, a home-grown imaging repository and a document management system. I designed and lead the development efforts (building the wrappers and hooks) required for interfacing to these systems.

All systems (Solaris) were scoped, built, configured and managed by the Perot team. In addition to my development activities, my responsibilities included system/hardware sizing and configuring the Apache, Tomcat and BizFlow products for optimal performance based upon the business unit's expected usage. The team's efforts resulted in unplanned production downtime of less than 1.5 hours over a year.

Conseco Insurance Group Workflow RFP

Instrumental in all aspects of the Workflow RFP process undertaken by the Workflow Core Team including choosing target vendors, writing the RFP and reading and scoring the responses. Evaluated seventeen workflow engines and BPM solutions. The Perot team was responsible for generation of the RFP, ranking the RFP responses, reviewing vendor and product demonstrations, and load testing the finalists' products. The evaluation process was highly successful with Conseco comfortable with their final decisions.

Nationwide Insurance Pensions Portal – Columbus, OH, USA

Redesigned the presentation layer for the Pensions and Annuities group's New Case Automation (NCA) system. Revised the client-side JavaScript to be more browser compatible. Wrote new functions to speed up and validate data entry. The GUI was modified to accommodate new features, be easier to revise, and to bring a new look and feel to the application. Some backend JAVA code running on the client's Netscape AppLogic server was changed. Assisted the Nationwide iMedia team in the new applications' integration.

Instrumental in the design of a replacement for NCA including on- and offline capabilities, J2EE compliance, database independence and distribution solutions from Sun (Java Web Start) and XcelleNet (Afaria).

Financial Services Portal – using the ATG Dynamo Application Server

Reengineered the TRC/Perot Financial Services Portal to use ATG Dynamo's application server. Instrumental in the infrastructure redesign and rewrite of many features and functions to take full advantage of Dynamo's personalization engine and scenario server. The new system allowed financial producers (PPAs, agents, etc.) to login to a branded site, view their valid licenses, view all previously created policies, create a new policy, and view news from their state.

Dynamo repositories were populated with XML from Oracle 8 – a combination that drove the site's data. ATG targeters and scenarios were constructed such that producers would be notified on a wireless device and through email when certain policy criteria were met.

Responsible for configuring the Dynamo personalization engine to customize screens based upon the producer who was logged in. For example, producers only saw current news related to their state. Producers logging in saw a GUI that looked, felt and acted like their companies intranet/extranet.

After completion, presented the system to current and potential enterprise-level clients.

Financial Services Portal – using the WebLogic Application Server

Designed and developed the client-side code and GUI for the TRC/Perot Financial Services Portal system. The Financial Services portal was setup for Producers, Customers and Customer Service Representatives. TRC/Perot's life insurance and financial services experience was showcased at the LOMA conference and for clients. The GUI was custom developed using JSP/servlets, XML and XSL style sheets. The back-end infrastructure was developed using WebLogic, Java, and Oracle.

TRC/Perot External Website Redesign

Redesign of the external website creating an updated user experience and reengineering of the code to allow integration with Perot Systems external website. The site is built upon Microsoft technology – IIS 5 server, ASP pages with COM objects, and Index server. XML is used to integrate Perot Systems content and make for updating the site easier. A GUI overhaul was completed.

1997 - 2001

Independent Consultant

Web Designer/Developer

Website Generation

Numerous site designs including informational sites, portals, Intranets, and complex, secure E-commerce sites with shopping cart. Java/J2EE, HTML, ASP/JSP, Perl/CGI, SSI, ODBC/JDBC, SQL, XML/XSLT, and COM objects were used in site creation. Databases provide data and customization on many sites. Graphics were created in Flash and Photoshop.

WML/WAP, cHTML and HTML for Palm were used to develop a wireless Internet portal for a large shipping company in Kansas.

Multiple portals were designed for an international yellow pages publishing company. The portal allows all franchises to interact with the corporate office. Applications published include yellow page directory searches, name/contact searches, messaging system and content publishing. The portals are built on a JSP/servlet and J2EE framework with some legacy Perl and PHP integrated.

DIGIPICS

Using Visual Basic and Visual C++, developed DIGIPICS. DIGIPICS is a powerful, yet simple to operate software application used for digital cameras and geared especially for the Sony Mavica/Cybershot line. The full-cycle software design development took 1 and 1/4 years. Code base is Visual Basic with C DLLs used for image processing. The software has been customized and is licensed to multiple insurance, transportation, financial services, engineering and photography firms. DIGIPICS is sold to consumers via a custom developed, secure Internet site. Commercial licenses and maintenance agreements are still being sold five years after the initial product release.

1997 - 2000

Voith Siemens Hydro Power Generation, Inc., York, PA

Consultant

Information Technology

Assisted the ITG department in level 2 and 3 technical support situations and in a major LAN overhaul.

Hydraulic Engineering – Virtual Fish Project

Assisted in developing logic and software for virtual fish numerical methods calculations and Kaplan blade optimization routines. The virtual fish software (Fortran/Java) modeled 3D fish passage through a turbine. Java Swing classes were used to create a GUI. Fish software is in production for the engineering department. Hydro turbine optimization (VB/C/SQL) calculated the optimum operation blade and gate position with real-time analysis. Software is in production use at many Tennessee Valley Authority (TVA) dams.

Education:

2000

York College of Pennsylvania, York, Pa

Mechanical Engineer, B.S.

Bachelor of Science in Mechanical Engineering. Senior level design included software consulting, design and development for the Tennessee Valley Authority (TVA). 130+ credit hours included computer analysis courses such as Mechatronics, Electrical Circuits, C/C++, JAVA programming and Computer Control and Design. Photography and art were taken as elective courses. Grand champion in the 1996 Bridge Building Contest and 1994 Science and Engineering Fair.

Technical Summary:**Guidewire Software Product Suite:**

- ClaimCenter 4.x
- ClaimCenter 3.1.1
- ContactCenter 4.x
- ContactCenter 3.1.1

Operating Systems:

- Windows 3.x, 95, 95 (OSR2), 98, ME, NT 4.x, 2000 Professional, XP, Vista, Server
- Linux (Red Hat 6.x - 7.x, EL)
- Solaris/UNIX/AIX
- Citrix
- Novell Netware 3, 5
- VMWare
- SuSE

Hardware:

- IBM PC
- Sun
- Firewall, Load balancing, Clustering
- WAN, DSL/Cable Broadband
- VPN, LAN setup

Languages/Protocols:

- ASP
- JavaScript
- JMS
- Visual Basic (6/.NET)
- XML/XSLT
- Fortran
- JSP/servlet
- Tibco RV
- Visual Basic COM, DCOM
- VoiceXML
- HTML
- Perl
- Spring
- Visual C++ (6/.NET)
- UML
- JAVA, J2EE
- SQL, ODBC/JDBC
- SOAP
- WML
- VoIP

Business Process Management and Enterprise Service Bus Products/Vendors:

- Tibco Business Works (BW), BusinessWorks Collaborator (Workflow)
- Tibco Enterprise Message Server
- Tibco StaffWare
- HandySoft BizFlow 7, 8
- Tibco Rendezvous
- BEA/Fuego Enterprise Studio, Fuego Enterprise J2EE Studio
- Tibco Business Factor, Ops Factor
- Vitria BusinessWare
- Tibco Hawk

Application Servers:

- ATG Dynamo
- Tomcat (servlet engine)
- JRun
- WebSphere
- BEA WebLogic
- WebLogic
- Netscape Applogic

Miscellaneous:

- Empirix eLoad testing suite
- Adobe Photoshop, Premiere
- AutoCAD
- Proxy configuration
- MySQL
- SSL
- Microsoft IIS 4/5 Server
- Flash 4/5

- Apache with Tomcat/JBoss, AGP
- All Microsoft Office products
- Netscape HTTP Server
- Oracle 8i, 9i, 10g, Oracle 10g RAC
- MoveableType
- Wiki development