

ASHLEY NIBLOCK

529 PAGE STREET SAN FRANCISCO, CA 94117
TEL: (646) 644 3845 ASHLEY@VORTIS.COM

Profile

- Experienced technology professional with a history of hands-on leadership of cross-functional teams shipping valuable software products, platforms and solutions.
- Built and supported multi-million page view consumer-facing web applications including the configurators for Toyota.com, Lexus.com, and Scion.com serving sales leads to a national dealer network.
- Developed lasting relationships with internal and external clients and partners, managed high-value engagements, and built referenceable software systems and websites.
- Wide-ranging technology experience: started as a developer, progressed through project manager to group manager, leading local and remote teams to design, build, deliver and support award-winning software systems and infrastructures.
- Hired and led teams responsible for managing all aspects of web design and development - covering user experience design, visual design, requirements definition/PRDs, system specifications, construction, hosting and round-the-clock support.

Experience

DIRECTOR OF PROFESSIONAL SERVICES DHAP DIGITAL, INC,

**JUNE 2003 - PRESENT
SAN FRANCISCO**

- Oversaw the design, development and rollout of Toyota's core consumer vehicle configurator platform on Toyota.com, Lexus.com and Scion.com. This product is continually updated including major UI enhancements and additional features such as dynamic PDF generation.
- Managed the migration of all Toyota's public-facing web applications through a major Java platform upgrade and data center migration.
- Established a PMO and managed both the Software Development and IT Project practices, as well as a 24/7/365 Web Operations Support group.
- Recruited and managed a satellite client service and project office in Los Angeles.
- Led the cross-department Process Development Group, instigating new project standards and processes.
- Led bid teams securing significant contracts including a \$2M Lexus.com rebuild.

ENGINEERING MANAGER & PRODUCT MARKETING MANAGER PROGRESS SOFTWARE, APAMA DIVISION

**JUNE 2000 - OCTOBER 2002
CAMBRIDGE (UK), SAN FRANCISCO, NEW YORK**

- Led the feature definition, development and shipping of the first three releases of Progress Apama's high-volume real time Event Processing and Algorithmic Trading Platform.
- Developed and delivered weekly product webinars; developed product demonstrations, collateral and documentation.
- Established remote teams in San Francisco and New York.

ENGINEERING MANAGER XIGO, INC

**MARCH 2000 - JUNE 2000
SAN FRANCISCO**

- Managed the Engineering team, building and shipping the first two major releases of Xigo's online real-time portfolio analysis and financial alerting platform.

DIRECTOR OF E-BUSINESS SYNERGY BUSINESS SOLUTIONS

**MARCH 1998 - MARCH 2000
SAN FRANCISCO**

- Led the teams designing and developing web applications including one of the first consumer-facing real-time online insurance web sites, including credit card processing and digital document delivery; supporting thousands of users and hundreds of regional brokerages and processing over \$40M in revenues per year.

FOUNDER/PARTNER QUIDNUNC GROUP PLC

**DECEMBER 1988 - MARCH 1998
LONDON**

- Co-founded Quidnunc, a software development consultancy - growing it from a two-person company to a 150-person international e-commerce developer delivering software systems for clients such as Microsoft, Goldman Sachs, Apple, and KcKinsey & Co.

DECISION SYSTEMS CONSULTANT DELOITTE

**JUNE 1987 - DECEMBER 1988
LONDON**

- Built the financial software model used to privatize the UK Water industry.
- Responsible for daily regulatory compliance reporting for the equity division of S.G. Warburg.

RESEARCH STUDENT MARCONI

**JUNE 1985 - JUNE 1987
LONDON**

- Wrote speech recognition and 3D visualization systems in the Advanced Technology Laboratory.

Education

BSC(ENG) COMPUTING ENGINEERING IMPERIAL COLLEGE OF SCIENCE, TECHNOLOGY AND MEDICINE

**SEPTEMBER 1984 - JUNE 1987
LONDON**

- Graduated with Honors, 2(i). Also Radio Presenter & College Magazine Arts Editor.

Interests

- Photography (e.g. ESPN Magazine, Toronto Star), scuba diving (wrecks, e.g. the Thistlegorm), music (released 7 albums).

References available upon request.