

MAX STAYNER

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Executive Summary

20+ years varied experience in OLTP RDBMS architecture and implementation, application development and deployment, including 10+ years of web application development. Also experienced in Technical Support and Product Marketing/Management.

Core Competencies

Data Modeling	Query Optimization	Visual Studio 2008
RDBMS Schema Design	Transact SQL	C#
RDBMS Implementation	SQL Server 2008	ASP.NET

Professional Experience

Independent Consultant

2004 – Present

Created complete SQL Server-based Web applications (including data modeling, database architecture and implementation) with C#/ASP.NET for clients in the San Francisco Bay Area, New England, and the Quad Cities. Projects included:

- Cell phone tower network analysis and data integration; a 100Gb database with extensive history tracking, auditing, and reporting demands.
- Parsing, storage and redisplay of the Code of Federal Regulations, incorporating Federal Register change tracking. Features included personalization and community tools.
- Secure technology disposal tracking that serves the State of Illinois.

Timberline Communications, Inc. San Jose, California

1998 – 2004

Chief Technology Officer

Reengineered a voice-mail based system to utilize the Internet resulting in a distributed and scalable work force; produced public Web, Intranet, Extranet and Windows client and server applications using ASP/ASP.NET, C#, SQL Server, VB, J++ and SQLWindows. Created a multithreaded Windows Voice Mail System using TAPI to receive messages using industry-standard protocols, along with a custom e-mailing system that utilized PHP-based templates.

Gupta Technologies Redwood Shores, California

1993 – 1998

Gupta was an innovator in the client/server software industry, offering the World's first PC-based RDBMS (SQLBase), and Windows-based RAD tools (SQLWindows). I held a variety of positions over during my tenure:

Director of SQLBase Products (March 1998 – October 1998)

Coordinated the overall direction and positioning of Gupta's flagship database product line, including profit and loss accountability. This position primarily involved leadership of and decision making for staff rather than direct personnel management. It also required interaction at all levels with sales, marketing, engineering and finance to ensure that the products were congruent with the overall corporate direction and were competitive in the market. Strong product management skills were also required.

Senior Technical Marketing Manager (November 1995 – February 1998)

Generated technical collateral to support the product marketing organization, based on complete in-depth technical knowledge of all Gupta products. Wrote technical briefs, white papers, competitive analyses, product summaries and scripted product demonstrations for use by SEs and partners. Presented at trade-shows and key domestic and international customers.

Senior Technical Support Engineer (December 1993 – November 1995)

After initially specializing in SQLBase for standard front-line support, took on all other Gupta software products (SQLWindows, Quest, connectivity to 3rd party databases including mainframes). Was the first TSE in the premium support group, providing dedicated support to top priority customers such as UPS and PeopleSoft. Created a search application for customer support cases using custom text indexing to leverage existing knowledge within the support group's database.

Synchromatic, Ltd. Coventry (UK)

1990 – 1993

Senior Software Engineer

Was a founding employee of a small but dynamic company creating customized applications for the process manufacturing industry based on Oracle 6 and SQL*Forms. Responsibilities included data modeling, database implementation, application development and QA review, reporting and mentoring. Designed and implemented the company's application menu system to replace the standard Oracle product using SQL*Forms.

Allied Mills Ltd. Computer Systems Group Edinburgh (UK) **1988 – 1990**

Software Engineer

Major contributor to the implementation of the UK's then-largest 4GL process control system, which used Oracle 5 RDBMS under UNIX to control live manufacturing plant. The project was successfully concluded after one year on-site in Edinburgh, during which in-depth knowledge was gained of database optimization, complex time-critical database querying and DML, and advanced SQL*Forms programming techniques. Carried out system development in parallel with 24x7 production support.

Education & Background

BSc. in Software Engineering/Computer Science, University of Birmingham (England) (1988)
British Citizen • Green Card Holder (Permanent Resident Alien) since 1997.