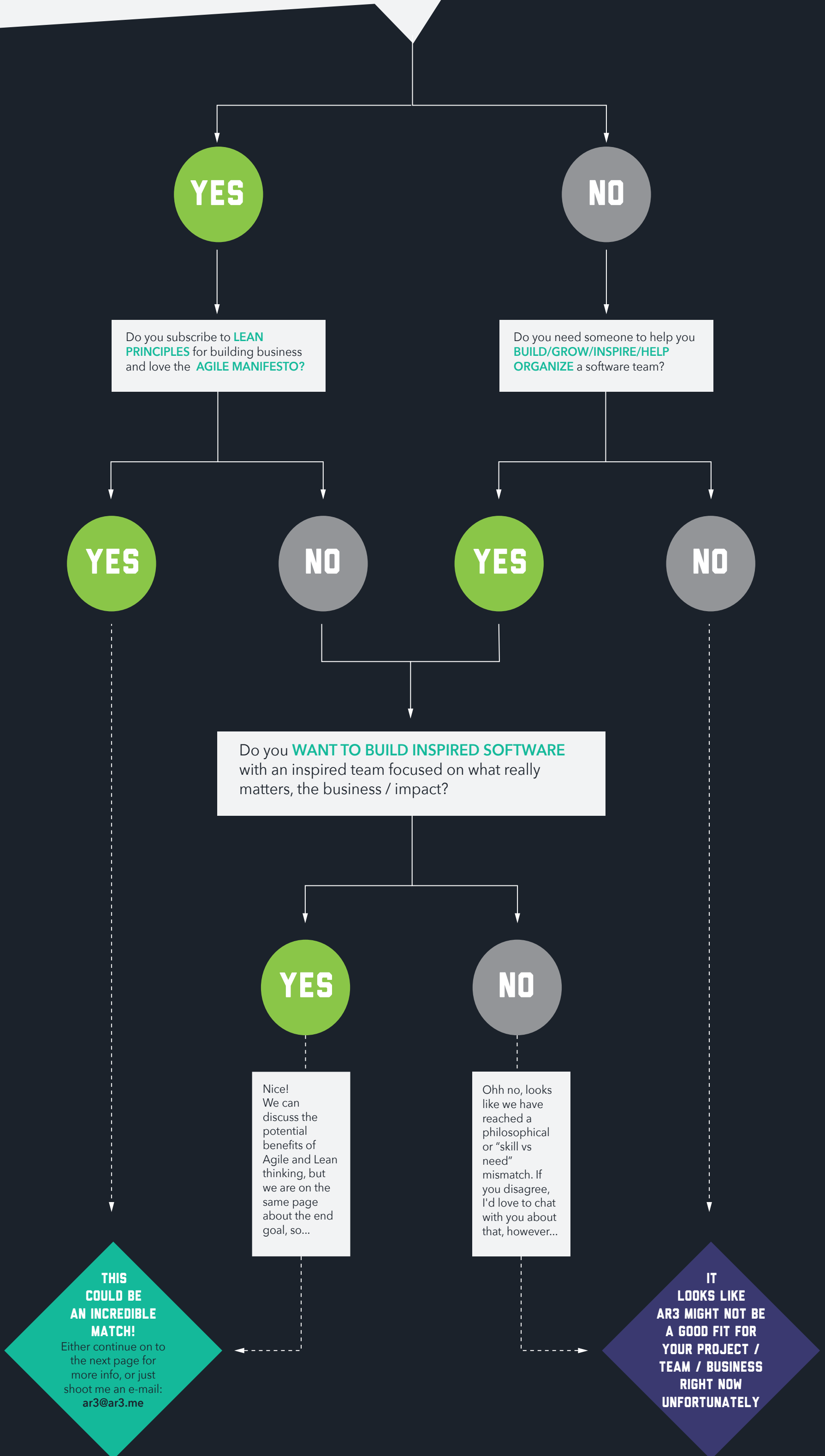


# AR3 IS A MATCH / NOT A MATCH FLOWCHART

## ARE YOU LOOKING FOR...

intrapreneurship-minded, inbound-marketing loving, "leadership = servitude" thinking  
A) Technical Co-Founder B) Technical Product Manager or C) Software Executive?



Time is precious, so if you ended up in the purple, more than likely there isn't a good potential match. However, if you ended up on the green, the next pages attempt to paint a picture of who I am professionally & personally along with the **WHY, HOW,** and **WHAT** I've done so far in my career.

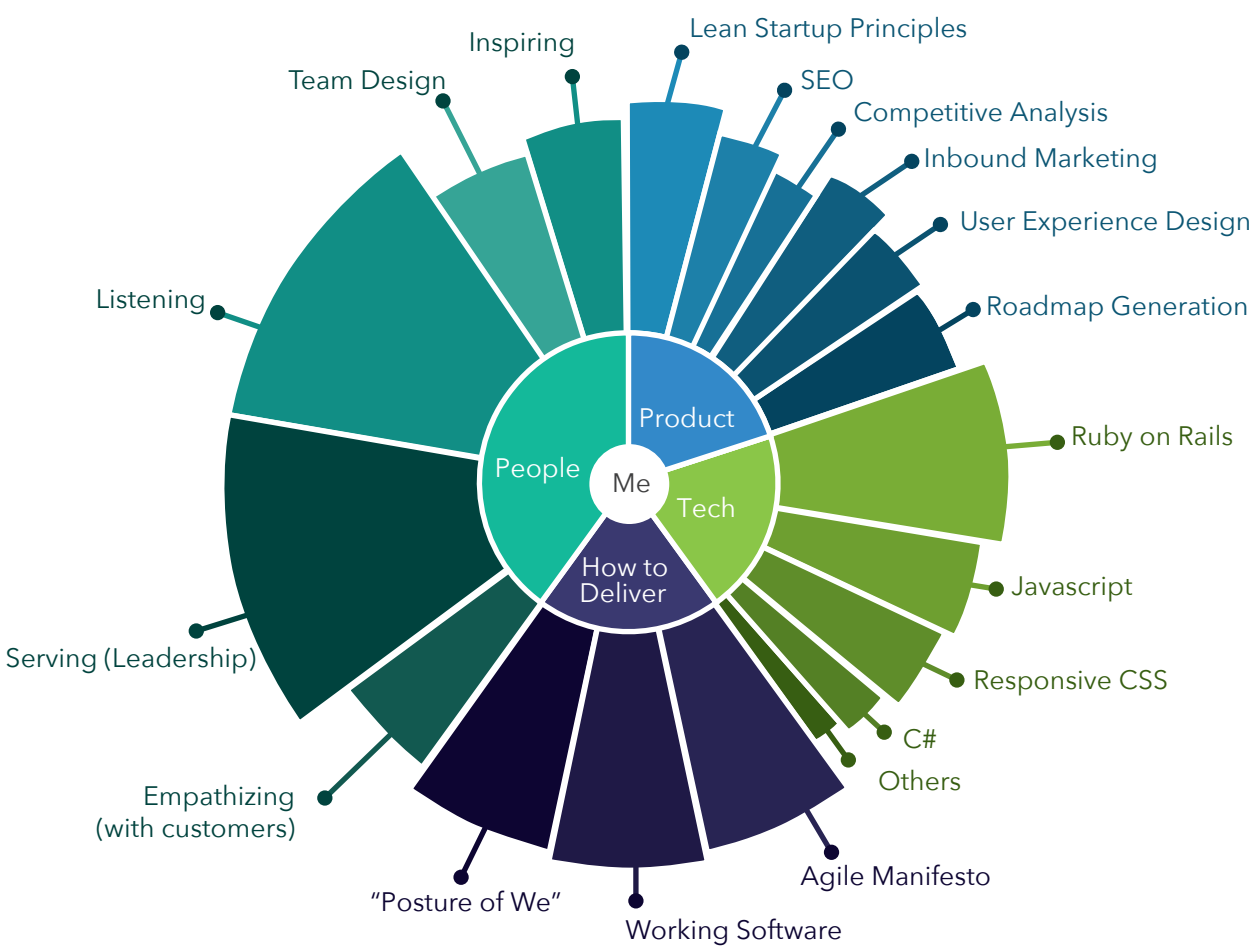
Hint: It is all about the people!



# ANDREW ROBINSON III

Intrapreneurship-minded, inbound-marketing loving, "leadership = servitude" thinking, agile evangelizing, Venture Technologist, Technical Product Manager and Full-Lifecycle Software Engineer and Executive, looking to make a dent in the universe.

## MAIN AREAS OF FOCUS



There are four main areas that make up my experience & focus. Over the years I've been a student of many aspects to building impactful software applications.

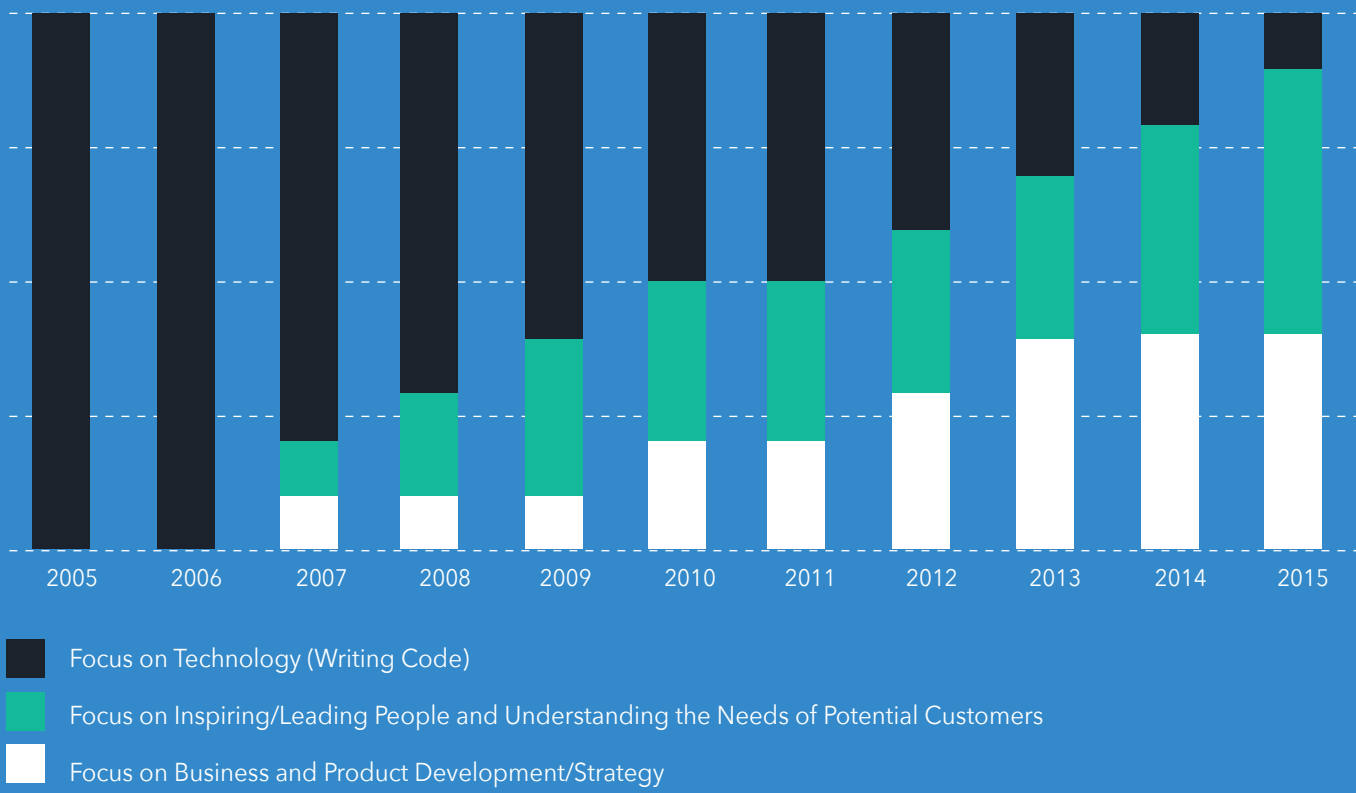
In the beginning, the focus was on the "HOW"; the intricacies of writing and architecting the actual code.

Given my nature, there was an organic migration to leading internal "build" teams using agile philosophies in the quest for the on-time / high-quality "WHAT" to build.

The "WHY" (competitive analysis, customer interviews, impact analysis, etc) however, is where the majority of concentration and energy spend has been placed recently. The "WHY" should drive every decision.

## SHIFT IN THINKING

{ OVER TIME THE FOCUS HAS GONE FROM THE PURE TECH TO PEOPLE AND IMPACT }

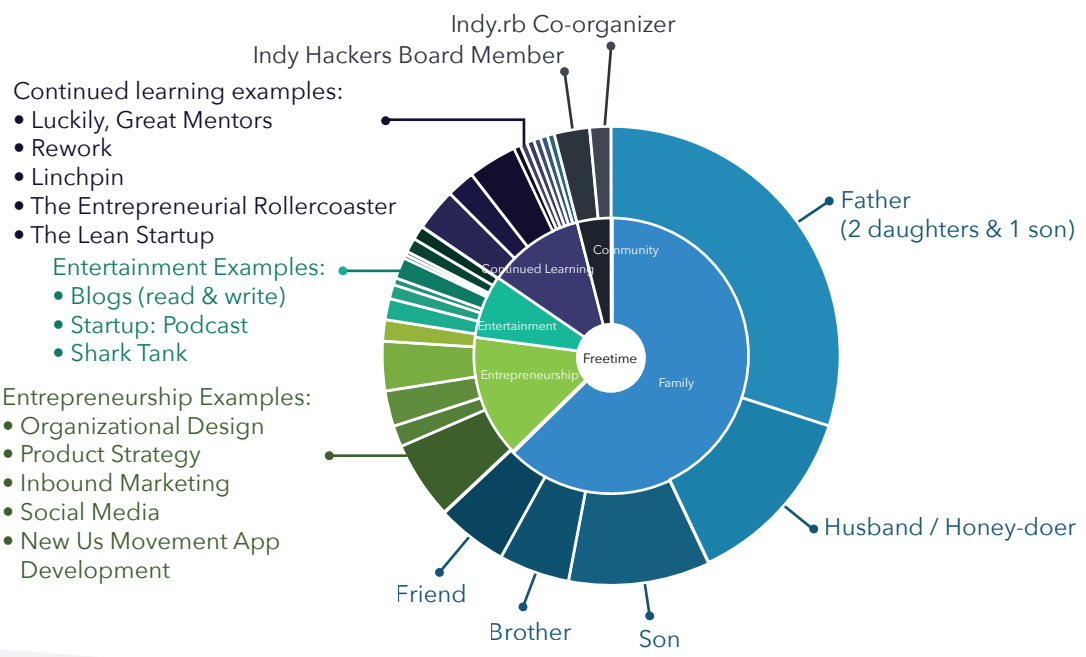


## PROFESSIONAL ABILITY IS IMPORTANT, BUT KNOWING WHO A PERSON REALLY IS CANNOT BE OVERLOOKED.

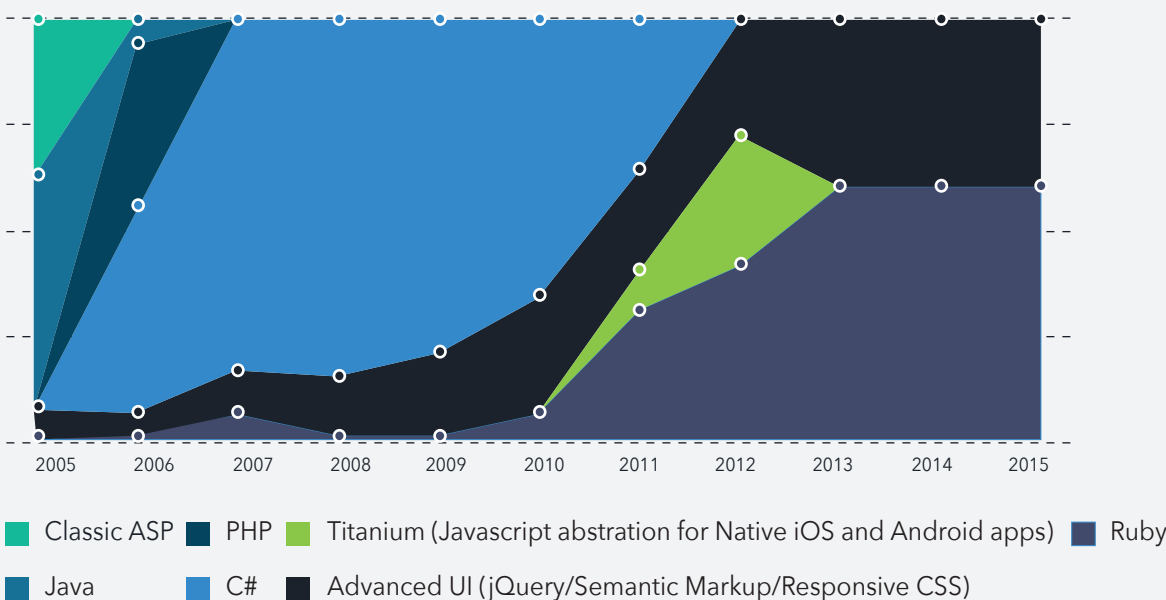
The secret to successful hiring is this:

**LOOK FOR THE PEOPLE WHO WANT TO CHANGE THE WORLD.**

-Marc Benioff, Co-founder, Salesforce



## CODING HISTORY



## LEARN BY DOING.

Theory is nice, but nothing replaces actual experience.

-Tony Hsieh, Co-founder, Zappos

**MY PERSONALITY TYPE: ENFP**

50% **EXTRAVERTED**

62% **INTUITIVE**

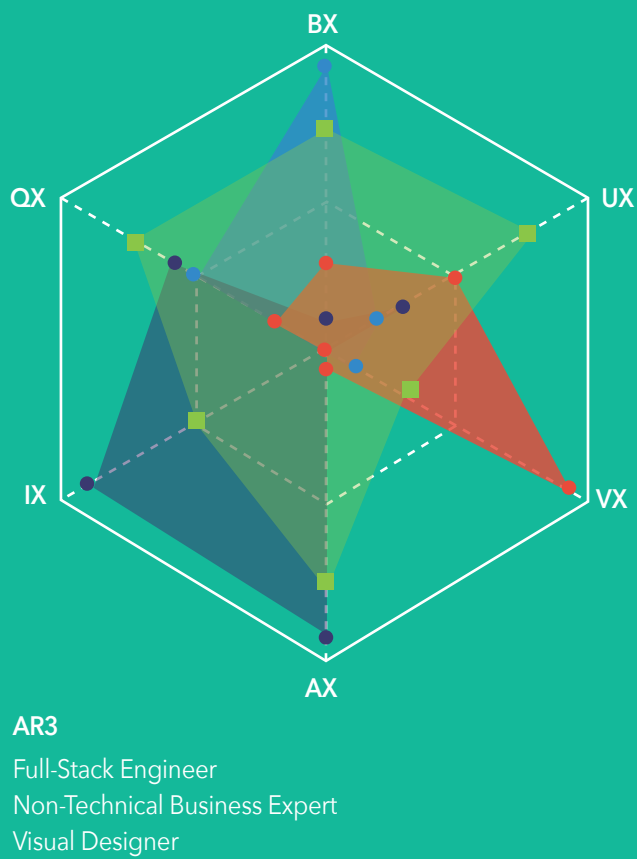
75% **FEELING**

33% **PROSPECTING**

15% **TURBULENT**

Campaigners are enthusiastic, creative, and sociable free spirits, who can always find a reason to smile.

# { AR3 - THE HEX }



The Hex(agon) is the result of the retrospection regarding many projects across various industries and through numerous years of building software solutions. The goal of this philosophy is to give a framework for a successful hi-tech venture.

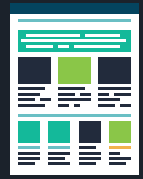
The traditional, and more seemingly intuitive stance, consists of the business folks ideating with the UX group, and coming up with mockups. These are taken to the 'pretty-fiers' AKA the visual designers. They take the, now designed, app to the developers, who build to this 'illusion of agreement' specification. Then once the app is ready for deployment, they take it to the infrastructure group to get it on a server. Finally the QA group tests it. Once the business sees it, it is either not at all what they really want, the market has shifted, and/or it is no longer the best (or sometimes even a relevant) solution.

The Hex simply states, that the best path to success is to have all of the relevant facets represented at the table, from the beginning. Empowering every person at the table, and iterating over working software.

## INBOUND

On this side, the focus will be on the very technical and usually "behind-the-scenes/builder" roles

### AX



**APPLICATION EXPERIENCE =**  
Engineers that write the business logic to make the app run

Tools: *Sublime Text, PostgreSQL, terminal*

XP: 10+ years  
HP: Shipped many Web and Mobile apps

### IX



**INFRASTRUCTURE EXPERIENCE =**  
Engineers that handle the servers and systems administration and security that house the app

Tools: *AWS, SSH, Docker*

XP: 3+ years  
HP: Led multiple teams of infrastructure engineers

### VX



**VISUAL EXPERIENCE =**  
True designers, artists, those with an eye to bring form to the function

Tools: *Photoshop, Illustrator*

XP: < 1 year  
HP: The least personally experienced aspect. However, have worked with many designers, across multiple mediums (print, mobile, web)

## OUTBOUND

On this side, the focus will be on the directly customer focused aspect of building solutions.

### BX



**BUSINESS EXPERIENCE =**  
Those that capture the essence of the problem that is being solved.

Tools: *Google Analytics, Excel*

XP: 7+ years  
HP: Multi-time Technical co-founder

### UX



**USER EXPERIENCE =**  
Those that focus on the flow of the application from the users' eyes.

Tools: *Balsamiq, Customer Interviews*

XP: 5+ years  
HP: The primary focus of many applications I've been a part of building, is making sure that the overall flow of the solution was very clear

### QX



**QUALITY EXPERIENCE =**  
Range of automated test engineers to Project Managers that ensure that quality is not just in the result, but in every step of the lifecycle

Tools: *Exploratory testing, automated test scripting*

XP: 8+ years  
HP: Project managed nearly every project I've been involved in over the past 5 years, and helped guide the testing efforts

## BUILDING SUCCESS

The final key piece to the Hex is someone to help bring it all together.

This multi-faceted/multi-hat wearing role goes by many names. Sometimes it is the tech lead...sometimes it is an incredibly involved project manager...often times we call these inspirers Product Managers. Regardless of the name, having someone well-rounded in this role is crucial for success of hi-tech ventures.

# THE TIMELINE

Over the years, a lot has changed. From software languages and frameworks, to my role within the teams I've had the honor to be a part of, most importantly the underlying focus has shifted from concentrating solely on the technology stack, to building the best business value and inspiring the most people.

## AR3: 2006-2015

### The year of... ...language search

**Tech:** Java, PHP, C#  
**Roles:** Software Engineering Consultant  
**Summary:** This is the year that I decided to find a language and go deep with it...it was close, but C# was the choice.

2006

### The year of... ...the realization

**Tech:** C#  
**Role:** Sr. Software Engineer  
**Summary:** This is the year that I realized that technology was my conduit to delivering value, and the best way to do that was through entrepreneurship.

2007

### The year of... ...Venture Tech

**Tech:** C# (advanced CSS and JavaScript)  
**Role:** Software Team Lead  
**Summary:** This year I began leading a team while also embarking on my startup journey, while coming to the realization that the motives for technologist needed to be reworked.

2008

### The year of... ...Product & Architecture

**Tech:** C# (advanced UI)  
**Roles:** Team Lead, Product Manager, Architect  
**Summary:** This year I co-wrote a complete MVC-influenced .Net framework, Product/Project managed a team, while building my first solo venture BbyBk

2009

### The year of... ...Rework

**Tech:** C# (advanced UI)  
**Roles:** Team Lead, Product Manager, Architect  
**Summary:** Rework was released, & it was cemented that there was an enormous community of those that believed what I believed about business...that it was time for a paradigm shift.

2010

### The year of... ...the great merger/switch

**Tech:** C#, adv. UI, Ruby, Mobile (Titanium JavaScript)  
**Role:** Associate Partner  
**Summary:** From FTE at ProTrans, to consulting with Fusion to finding "my people" at DeveloperTown. However, my people were using tech I had never used...didn't matter, because they were building businesses the way I thought they should be built.

2011

### The year of... ...the townie test

**Tech:** adv. UI, Ruby, Mobile (Titanium JavaScript)  
**Roles:** Associate Partner: Team Lead, Product Manager  
**Summary:** Came into my own as a DevTown "Townie"...shipped multiple apps to Apple and Google's app stores, product managed and led a team of Rails developers and designers.

2012

### The year of... ...healthy data

**Tech:** Ruby, Advanced UI  
**Roles:** Product Designer/Manager & Engineer  
**Summary:** Began a journey into designing and building a claims data analysis system. Learning the business of a world-class wellness, incentive and multi-employer health portal and practice management system. Gearing up for the most intense year of my career...

2013

### The year of... ...the ultimate test

**Tech:** Ruby, Advanced UI  
**Roles:** Product Manager, Project Manager & Team Lead  
**Summary:** Tasked with building a team, instituting a process, designing and building a product in 7 months. Success required the use of every leadership, product, and software technique learned throughout my career. Ultimately we built an incredible system with nearly flawless execution....thanks to an incredible team.

2014

### The year of... ...reflection

**Tech:** Ruby, Advanced UI  
**Roles:** Interim CTO, Product Manager & Team Lead  
**Summary:** In having the honor of leading both the software and IT teams, the things I am most proud of is how the team pulled together through rough times while keeping morale at an all-time high, and delivering all around exceptional service to the organization.

2015

## THANK YOU!

### WANT MORE INFO?

This concludes the infographic portion of my résumé. Following this is an easier-to-print work history / more traditional CV. If you would like to contact me:

phone: **317.289.8859**  
e-mail: **ar3@ar3.me**  
twitter: **@ar3\_me**  
**http://ar3.me**



# ANDREW L. ROBINSON III

ar3@ar3.me  
317.289.8859  
Indianapolis, IN

## SUMMARY

Experienced product manager, technical strategist, and software architect, who specializes in building and leading high-velocity teams with a laser focus on delivering the greatest amount of impact as efficiently as possible, who has a background in every phase of software development.

A firm believer in the Agile Manifesto, with a direct focus on the business goals. Business = Impact + Sustainability. Every business, every project, every organizational design strategy, every technical decision should have this equation in mind. Has the experience to ensure this is taken into consideration during high tech ventures across many different industries. Has an unfading desire to delight the end-user with; system clarity, obvious value in every click and a focus on all aspects of the user experience.

At the end of the day, giving my all for a movement that will have a lasting impact for the users that the business is serving is my ultimate goal. Whether my part is one or a combination of the following:

- Being a partner at the executive leadership level, and participating in overall strategic business discussion
- Executing the role of Product Manager and doing market evaluation in an effort to fill out a Lean Canvas or strategizing about the inbound marketing tactics
- Implementing the tactical objectives necessary to be the Project Manager/Team Lead and building a team that is rooted in the tenants of the agile manifesto
- Or even, when necessary, actually getting “my hands dirty” and writing extremely high quality code, or defining pattern-based architecture at any tier of a tech stack (UI, business logic, services, database).

## EDUCATION

Purdue University, West Lafayette, IN

- Bachelor of Science in Computer Technology (Software Development Concentration), May 2005
- Associate of Science in Organizational Leadership and Supervision, January 2005

# ANDREW L. ROBINSON III

ar3@ar3.me  
317.289.8859  
Indianapolis, IN

## EXPERIENCE

OurHealth, Indianapolis, IN  
**Director of Software**

2011.12 - Current

- Focused on executing the responsibilities of technical lead, project manager, and product manager for one of the most business critical projects in the life of OurHealth. The project was the development of a new patient portal ("P3"), including the migration of all active users from a legacy portal to the new portal system. Was the second member of IT (outside of the CIO), and built out a team that included multiple consulting resources, an architect, quality assurance, design and infrastructure.
- Due to a vacancy in the CIO position, I executed on the interim responsibility for all aspects of the technology group including software development, IT operations including infrastructure, security, and help desk activities, and data / reporting support until a new CIO started. Reported directly to the president, and was (and continued to retain a position as) a member of the executive leadership team of OurHealth during this period.

New Us Movement, Indianapolis, IN  
**Managing Partner, Product**

2015.01 - Current

- 3DGSolutions was the company that all entrepreneurial ventures and freelance consultancies flowed through. After joining DeveloperTown, the thought was that all energy would be directed at that opportunity, so 3DG was shut down. Three years later, the latest incarnation of the unfading pursuit of partnering with those trying to make a lasting impact, has been re-incarnated in the form of the New Us Movement. The focus is much more defined however...we want to focus on only partnering businesses/ideas that have a visceral "Why" and can be thought of as movements, and not just businesses.
- As of May, 2015, there is a venture that showed promise as a movement that will redefine the process of finding not just another job, but finding the perfect fit for you (regardless of if you are a hiring manager, or a candidate). At the time of writing this, we are in the very early stages/pre-launch.

# ANDREW L. ROBINSON III

ar3@ar3.me  
317.289.8859  
Indianapolis, IN

DeveloperTown, Indianapolis, IN

2011.11 - 2012.11

## **Associate Partner (product manager / project manager / team lead / web and mobile developer)**

- Focused on leading one of the longest projects that DeveloperTown has ever been involved with. Wore multiple hats from product management, project management, to delivering features every sprint. Was very involved with the strategy of the application and making sure it stayed in line with the ultimate business goals.
- On a separate project, shipped multiple iPhone and Android applications including Kiwanis and KeyClub that are available in the respective App Stores today.

Fusion Alliance, Indianapolis, IN

2011.06 - 2011.11

## **Software Consultant**

- ChaCha: Successfully implemented internationalization on a Ruby on Rails project (Git, Ubuntu, MySQL, NetBeans, YML, HAML).
- ExactTarget: Product managed, and executed on the vision to build an internal checklist application that assists in the deployment and release process, on top of being a working member of the ExpressMarketing web development team working primarily with Javascript (Server-Side JS and Client Side jQuery/jQuery UI) also helped in implementing a sophisticated branching strategy.

ProTrans International, Indianapolis, IN

2007.06 - 2011.06

## **Product/Project Manager / Software & Systems Architect / Team Lead**

- Acted as Product Manager/Team Lead over a complete system rewrite, which included everything from organization design (how the dev, QA, business analysis and support team worked together), mentoring new grads and VB 6.0 developers into C#/.Net 4.0 developers, and creating/grooming the backlog for the system rewrite
- Shipped a Service-Oriented architecture that merged ease of use, with robustness and stayed true to common sense solutions to common software development problems.

Golden Rule Insurance a United HealthCare Company, Indianapolis, IN

2006.07 - 2007.06

## **Sr. Application Developer**

- Because of proven interpersonal communications skills, business aptitude and overall confidence, I was sent in as the "ice breaker" which was defined as the first consultant at a new client. This role is important because they represent the company, and set the expectation for all future consultants, if the client decides to add more resources. When I left there were 8+ consultants from Software Architects

	Entrepreneurship		Consulting	Full-Time Employment		
	Role & Company	Project		Role & Company	Non-Consulting Project	
Jun-04 Jul Aug Sep Oct Nov Dec	3DG Solutions: Software development for Purdue University's Horizons (C#)	Student Sign-in application		Software Engineering Intern for Griffin Analytical Technologies (C++)		Jun-04 Jul Aug Sep Oct Nov Dec
2005 Feb Mar Apr May Jun Jul				Software Engineering Intern for pan (Classic ASP, XSLT)		2005 Feb Mar Apr May Jun Jul
Aug Sep Oct Nov Dec	Venture Technology, including but not limited to Product and Project Management, Inbound Marketing, Go-To-Market Strategy Definition and Software Engineering for 3DG Solutions (C#, Advanced UI [CSS, Javascript, Semantic Markup])	CartSEO (eCommerce / SEO platform)	Jr. Software Developer For Conseco (Java)	Technology Consultant for Software Architects		Aug Sep Oct Nov Dec
2006 Feb Mar Apr May Jun Jul			Software Engineer for Cardinal Health (PHP)			2006 Feb Mar Apr May Jun Jul
Aug Sep Oct Nov Dec			Software Engineer for UnitedHealthCare (C#)			Aug Sep Oct Nov Dec
2007 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec	Venture Technology, including but not limited to Product and Project Management, Inbound Marketing, Go-To-Market Strategy Definition and Software Engineering for 3DG Solutions (C#, Advanced UI [CSS, Javascript, Semantic Markup])	Momin Marketing (Gas Station admin)		Sr. Application Developer for United HealthCare Company (C#)		2007 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
2008 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec			BbyBk.com (Platform for busy parents to keep track of their children's milestones in an automated, conversational, and fun fashion)	Product/Project Manager / Software & Systems Architect / Team Lead for ProTrans International (C#)	Implement a bottom up strategy to replace the legacy VB6.0 application's business logic with C#.Net Webservices while building a web-based solution that utilizes the same services	2008 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
2009 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec	Venture Technology, including but not limited to Product and Project Management, Inbound Marketing, Go-To-Market Strategy Definition and Software Engineering for 3DG Solutions (C#, Advanced UI [CSS, Javascript, Semantic Markup])	BbyBk.com (Platform for busy parents to keep track of their children's milestones in an automated, conversational, and fun fashion)		Sr. Engineering Consultant for Fusion Alliance (Ruby, JavaScript)	Build a "from scratch" Service-Oriented, purely-web-based app to replace previous	2009 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
2010 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec						Software Engineer for ChaCha (Ruby) Software Engineer for ExactTarget (Javascript) Kiwaniis (iOS and Android apps) PongTracker (Ruby) Versus (Ruby) Town of Fishers (SEO)
2011 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec	Venture Technology, including but not limited to Product and Project Management, Inbound Marketing, Go-To-Market Strategy Definition and Software Engineering for 3DG Solutions (C#, Advanced UI [CSS, Javascript, Semantic Markup])	HealthyHires	P/PM & Dev for Baldwin Aviation (Ruby)	Entrepreneurship-focused Product and Project Management, Software Engineering (Web and Native Mobile) for DeveloperTown		2011 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
2012 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec					Product and Project Management, Technical Leadership, Interim CTO and Software Engineering for OurHealth	Build a "from scratch" claims file & internal data integration reporting platform
2013 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec	Venture Technology, including but not limited to Product and Project Management, Inbound Marketing, Go-To-Market Strategy Definition and Software Engineering for New Us Movement	HealthyHires		Product and Project Management, Technical Leadership, Interim CTO and Software Engineering for OurHealth	Build a "from scratch" replacement to the patient portal and back-office practice management system and migrate all clients onto this new system	2013 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
2014 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec						
2015 Feb Mar Apr May Jun Jul Aug Sep						2015 Feb Mar Apr May Jun Jul Aug Sep