

JUAN MIGUEL 'MIC' ANTONIO

Solutions Architect – Digital / WCM / Ecommerce

Profile

- Experienced Solutions Architect and consultant, with proven implementation experience in delivering Digital Marketing/Analytics, Ecommerce, and WEM/WCM projects spanning over 15 years across EMEA, US and Asia Pacific
- Comprehensive experience in client facing consulting roles with a solid mix of technical, business, presentation and communication skills (written and oral)
- Proficient in various specialist areas: Solution/Enterprise Architecture, Search Engine Marketing & Optimisation, Web CMS (Adobe AEM/CQ, Drupal), Project Management, Presales, Ecommerce, Digital Strategy, Product Management and Cloud Computing

Experience

Business Solutions Manager – IP Payments SYDNEY (Jan2014 – present)

IP Payments, part of Deloitte's Asia Pacific Fast 500 for the past 5 years, is a leader in secure revenue management solutions with the provision of three core capabilities; payment processing solutions, secure credit card storage solutions (PCI) and accounts receivables (A/R) automation solutions.

Responsible for product design and commercialization, technical project management, end to end solution design and implementation of the brand new white labelled Ecommerce A/R automation product called [ASB Receivables Suite](#) for ASB Bank NZ (owned by Commonwealth Bank).

Key achievements and responsibilities include:

- Develop and deliver product presentations and demonstrations, and act as primary contact for internal teams and strategic clients in the ANZ region
- Technical Project Management, End to end solution design and architecture
- Drive product adoption and commercialization in the ANZ region
- Technical leadership and management of both the in house development team and offshore client technical teams
- Customer facing consulting role, design and requirements gathering workshops & presentations to ASB senior management and business stakeholders

Solutions Architect – Commonwealth Bank SYDNEY (Oct2012 – Dec2013)

Australia's leading provider of integrated financial services, including retail, premium, business and institutional banking, funds management, superannuation, insurance, investment and share-broking products and services.

Appointed as the lead CQ5/AEM Solutions Architect for the Nimbus Program - a trailblazing \$25m+ strategic digital marketing initiative that is the first of its kind in the finance industry in Australia.

- Responsible for the end to end solution design and implementation of a brand new cloud based digital marketing and search platform for 3 of Australia's largest websites: CommBank, CommBank Blog and NetBank
- Solid design and architectural skills in the successful implementation of the following brand new WCMS and search platforms in CBA: Adobe Marketing Cloud (CQ/AEM, Test & Target, Audience Manager, and Analytics), Google Search Appliances (GSA), Google Maps with infrastructure built on Amazon Web Services (AWS) EC2 platform
- Successfully lead a large and diverse team of both agency creative and technical delivery teams, in addition to working with CBA senior management and other IT and business stakeholders

Senior Solutions Architect / Manager – EMC² Dubai UAE (Aug2007 – Sep2012)

Responsible for managing the EMC IIG Professional Services team of 15 technical consultants, across the Middle East, South Europe and Africa. Principal consulting and customer facing role actively involved in all stages of the project lifecycle from pre-sales right thru to delivery.

Core focus was high value, complex/strategic ECM/WCM/IM and Digital Transformation projects across several verticals such as Oil and Gas, Finance, Telco and Public Sector.

Key achievements and responsibilities include:

- Managing, hiring and developing a strong technical consulting team for EMEA region
- Develop and deliver product presentations, technical workshops and demonstrations
- Product design and commercialization of brand new EPFM product across EMEA
- Project Management and/or Technical Leadership for Digital/WCM/ECM projects
- Technical Solution Design and Architecture (HW/SW)
- Key involvement in proposals and client demos/presentations – presales to delivery
- Conduct ECM Strategy studies/reviews including Change Management
- Business requirements gathering & analysis workshops
- Design and Configuration of large VMWare environments
- Achieved incredible 110%+ YoY growth margins for the region since 2007
- Excellent track record for projects being on time and on budget

Developer/Architect – Commonwealth Bank, Sydney (2005-2007)

Lead developer/architect for the Bank's first WCM/ECM rollout of Documentum Web Publisher for the main website, intranet and imaging and document management platform:

- Project 'Webolution' – WCM implementation of the CommBank.com.au redesign
- Conducting business requirements & analysis workshops
- Solution and architecture design
- Maintenance and support of corporate EDMS
- ECM demo/presentations to internal business units
- Technologies used on a daily basis include Documentum ECM Suite, ASP.NET, XHTML/CSS, MS IIS, MS SQL Server, VMWare

Senior Analyst Programmer – BT Financial Group, Sydney (2000 – 2005)

Responsibilities include:

- Lead developer for the enterprise Documentum WCM implementation
- Design, development, maintenance and support of various Intranet B2E web applications such as Employee Connect, WhitePages, BT Project Portfolio Tool, and BT's customer Portal and Collaboration site
- Conducting business requirements & analysis workshops
- Writing Web Application solution design and architecture documents
- Technologies used on a daily basis include ASP/VB/COM+, HTML, CSS, VBScript, MS SQL Server, MS IIS, MS Windows (Servers + workstations)

Systems Analyst – Pacific Power, Sydney (1997 – 2000)

Awarded an academic scholarship for my bachelor's degree. Responsibilities include:

- 2nd/3rd level Administration, configuration and support of all corporate PCs (over 1500+), servers (over 200+), and network systems administration
- Design and development of corporate website and intranet

Freelance Web Designer/Developer (1995 – 1997)

Started a small technology consulting company targeted at the SME market, providing a range of services including:

- Web and Graphic Design using HTML/CSS/JavaScript/Adobe Photoshop
- Web Development in PHP/.NET/Java
- Network, PC and Server support (all levels)
- End User Training

Core Competencies

MANAGEMENT

- Project Management (Agile SCRUM)/ Account Management / Presales
- Team Leadership / Mentoring (Development Teams)
- Communication & Presentation Skills (written and oral) / Public Speaking

TECHNICAL

SOFTWARE

- WCM/WEM – Adobe AEM / CQ5, Adobe Target (Test&Target), Adobe Audience Manager, Adobe Analytics (Site Catalyst), Sitecore, Drupal, Wordpress, FatWire
- GOOGLE SEO / AdWords SEM / Social Media Marketing
- CRM – SalesForce, SugarCRM, plus various open source CRMs
- CLOUD/VIRTUALIZATION – Azure, AWS, VMWare
- DEVELOPMENT: .NET/VB/C#, Ruby on Rails, JAVA, HTML5, CSS, JavaScript, AJAX, XML/XSLT, PHP, RESTful Web Services
- DATABASES: Hadoop, MS SQL Server, MySQL, MongoDB, Oracle, MS Access 97+
- ECM – Documentum, MS SharePoint, Alfresco, BOX.net
- SERVERS: MS IIS/Exchange/BizTalk, Tomcat, WebLogic, WebSphere,
- DESIGN: Web and Graphic Design

HARDWARE

- STORAGE: SAN, NAS, CAS
- OS: WINDOWS, UNIX and MAC OSx

Memberships & Certifications

- PMI Project Management Professional (PMP + ITIL) – IN PROGRESS
- VMWare Certified Professional (VCP5) – IN PROGRESS
- TOGAF – IN PROGRESS
- EMC Proven Professional – Content Management Associate
- Australian Institute of Management

Education

University of Technology Sydney (1999)
B. Sc. Computing Science, Sub-major in Business

References

Available upon request