

Overview

John is a Business Architect and Business Analyst that specializes in Product Development, Gap Analysis, Business Process Evaluation and Re-Architecting, Analytics and Search Engine Optimization (SEO).

- Solutions Architect with experience performing gap analysis and defining business processes from current to optimized states.
- Manager with experience leading developers to build internal business solutions and also publicly sold online services.
- Data Manager with experience integrating structured and unstructured data to perform trending analysis.
- Executive experience defining and implementing enterprise best practices by managing teams of business users, programmers, developers, web designers and business analysts.
- Differentiates results by not only identifying 'what' can be improved, but also 'how' to implement changes.
- SEO across hybrid enterprise environments including: IBM WebSphere Commerce, Drupal, SharePoint, MS Commerce and custom IIS and Apache environments.
- SEO and Social Media architect with experience in Online Reputation Management, PR and Organic Ranking Displacement.

Client Summary

Clients include: Advanced Auto Parts, Agilent, AICPA, BayCare Health Systems, Borders, Campmor, Carlton Cards, Consumers Energy, Darice, Ford, First Niagara Financial Group, Gerber Scientific, Hanes Brands, Harry & David, Johnston & Murphy, Laidlaw, Marriott, Moen, Nationwide, Pratt & Whitney, Progressive, Progressive Energy, Providence Medical Institute, Rochester Gas & Electric, TTI (Dirt Devil and Hoover) and Sherwin Williams

Detailed Work History and Experience

AICPA, Web Business Analyst Consultant

Oct 2012 – Current

The role of the Enterprise Business Solutions Web Business Analyst Consultant includes responsibilities throughout the entire range of the Project Development Life Cycle (SDLC).

As an Enterprise Web Business Analyst, John gathered requirements from business users translating business vernacular into functional requirements that could then be worked on by the project teams.

John Sisler
Solution Architect/Business Analyst

john@sisler.info
(330) 333-2004

This included inputs, requests, and feature descriptions from individual and group stakeholder meetings to formulate the requirements.

John worked on multiple projects simultaneously. One of these projects, Roadmap, was designed to overhaul the user experience for nearly 400,000 members. Documentation was critical since no single group had visibility into the entire system. John documented the 'as is' and 'to be' states of the baseline systems. John identified and documented 'gap analysis' and was responsible for scheduling stakeholders and drive meetings to successful conclusions. Based on several hundred pages of additional customization requirements John distilled Use Cases and designed Visio Flow Charts to storyboard the customer experience and to assist the UX design initiative.

John worked directly with technical resources such as the middleware development team, application architects, and database architects to identify solutions to meet business requirements.

Once business requirements were consolidated, John documented customer facing presentation aspects of several projects.

After requirement definition, John built Axure models and web proof of Concepts to demonstrate to business users what could be accomplished once projects were completed, to drive buy-in and shorten approval cycles. In addition, John leveraged full featured web presence proof of concepts using Linux, Apache, MySQL and PHP (LAMP) as well as incorporating fully responsive design.

John created feasibility assessment documents, approach documents, and functional requirement documents for 28 projects such as implementing Search Engine Optimization, Roadmap, Digital Strategy, Google Analytics, an Ideation Platform, and migrating application/hardware architectures.

John conducted On-Page Search Engine Optimization Reviews of AICPA.org and CGMA.org and helped by instructing the implementation team and coordinating the implementation schedule.

Tool Overview: Axure, JQuery, javascript, LAMP, Visio.

Skill Overview: Business Analysis, Requirements Analysis, Architectural Review, Application Standards Definition and Deployment, BI and Process Improvement, Responsive Design Development

Perficient Inc., Solutions Architect

Jul 2011 – Aug 2012

John served throughout the Software Development Life Cycle (SDLC) as a:

- Business Analyst and Business Architect to develop and shape and document requirements with stakeholders.
- Technical BA to share business requirements with the developers and guide development.
- Developer to prove concepts and present solutions to the team and brand the site.
- Deployment team member who assisted in bug fixes until the application was migrated to production.

John Sisler
Solution Architect/Business Analyst

john@sisler.info
(330) 333-2004

Helped architect and brand the Medseek client hospital's Consumer Portal solution using SP2010 and SP2010 Designer. The work has included implementing Medseek's proprietary solution on top of SP2010, continued evaluation of how to extend the Medseek product to work with SP2010, and setting end-user expectations. In addition to designing training materials and training Medseek end users on procedures to perform tasks.

Collaborated on initial design and feature implementation of client hospitals Consumer Health Portal Solution. Worked closely with Medseek and end clients on client designed templates and managed client expectations. Worked with the client to shape the design and required features to fit within the SP2010 architecture and applicable features. (This client was familiar with SP2007 but not how to migrate and take advantage of new features in SP2010).

Using the client based theme, designed and presented the wireframes for master pages and layouts. Created the UI build document, this was then used by our combined team to guide development.

Identified limitations in the MDSK product as it applies to leveraging SP2010. Collaborated with a small team of developers to extend the MDSK product to support SP2010 Sub-Sites which allows the tool to support multiple hospitals in one Site Collection.

Implementation work included identifying which SP2010 web parts could best be leveraged to support the exiting content (several thousand pages) as well as configuring the web parts used. Also extensive JavaScript was used based on the JQuery library to fulfill desired UX and interface requirements.

Participated regularly in meetings to convey progress to the client (MDSK) and their clients' end users and continually work to manage expectations for feature delivery.

Tool Overview: SP2010, SP2010 Designer, JQuery, javascript, MS SQL Server 8.0

Skill Overview: Architectural Review, Application Standards Definition and Deployment, Product Management, BI and Process Improvement

Rockett Interactive., Technology Architect

Jan 2011 – Jul 2011

Rockett Interactive is an online marketing agency that uses Google DFA to track online behaviors related to ad placement and determine an optimized ad spend. The process was created and developed over years and was in the process of being migrated to MS SQL Server. John's duties included managing the migration and contracted resources as well as developing a deployment strategy. By automating manual steps and managing the workflow in MSSQL John was able to reduce work for employees at all levels.

- Executive Reports that traditionally took 20 hours to create following a complex algorithm and several manual steps was reduced to a 2-minute repeatable process.

Tool Overview: MS SQL Server 8.0, Report Builder 3.0

Skill Overview: Architectural Review, Application Standards Definition and Deployment

First Niagara Financial Group., Senior Solutions Architect

Jul 2010 – Oct 2010

First Niagara is a financial institution that starting with \$20B in assets intends to grow to \$100B in 2 years' time. John's duties were to evaluate software and staffing to forecast scalability of working systems and to make recommendations of alternatives where needed.

The goals included interviewing the LOB resources, technical staff and vendors to determine the scalability of the current systems. Reports were organized into Visio and MSWord and delivered to the CIO.

Recently FNFG has completed the first acquisition and are \$40B.

Tool Overview: Ektron CMS, MSOffice

Skill Overview: Corporate Resource Evaluations, System Feature and Scalability Evaluations and Results Reporting

Perficient Inc., Senior Solutions Architect

Nov 2009 – Jun 2010

Perficient is a growing and dynamic company of over 1100 people that have a broad range of consulting experiences and domains of knowledge. Specifically, John was brought on board to build a national SEO practice and to share how search engine algorithms' function and change over time to enhance the Enterprise Content Management practice.

- Consulted and develops strategies for enterprise level architectures
- Performed as enterprise search strategist using multiple vendor frameworks
- MS FAST
- Trained by Microsoft/FAST University for
- FAST administration and tuning
- FAST integration for SharePoint
- FAST custom application development
- Google GSA
- Trained by Google for
- 2-Day JumpStarts
- Custom Interface design
- Tuning of result sets by virtue of biasing based on how customers actually search
- Designed Perficient's SEO offering for ECM
- Organic
- Analytics
- PPC
- Social Media

John Sisler
Solution Architect/Business Analyst

john@sisler.info
(330) 333-2004

- Link Building
- Blogged articles at Perficient about topics such as
- Why SEO is actually work, and
- The Synergy between Organic Optimizations and Paid Optimizations

Tool Overview: Google GSA, Visio, MSOffice

Skill Overview: Consulting, Training, SEO Practice Design and Support

DataSage Inc., SEO Architect

Sep 2009 – Jan 2011

DataSage is an application development company that focuses on SEO and the Search experience.

Designed a repeatable training course to train Marketers, IT Professionals and Sales consultants on the aspects of search and how to present a profitable model to their clients while maintaining their own bottom lines.

Tool Overview: LAMP (Linux, Apache, MySQL, php), MSOffice

Skill Overview: Internet Hosting, Application Consulting, SEO Consulting, Link Building, Social Media, Analytics, Development, QA, Implementation, Maintenance, Reputation Management Consultation

NSA Technology LLC., Akron, Ohio, Marketing Executive

Mar 2009 – Sep 2009

NSA is an Internet company that leads the Affiliate Marketing vertical. Products include tools that allow customers to manage their own businesses by providing education, training, and software solutions for ecommerce storefronts as well as a library of how-to electronic books.

- Managed digital strategy, and implemented through teams of programmers, developers, graphic artists and media artists. NSA grew from 15 to 150 people in 9 months and John's role included establishing standards and implementing best practices at every stage of product development and fulfillment.
- Mentored developers as well as designing and conducting training for the programmers and developers.
- Managed 50 developers.
- Established partnerships with eBay, DOBA and PayPal to create an administrative interface that allowed our customers to own and manage a website which could maintain inventory, post auctions onto eBay, collect money with PayPal and fulfill with DOBA. The complete solution included 10 courses on how to run an ecommerce website and understand eBay. Within one week of launching we were supporting over 400 new customer sign-ups daily.
- Designed and implemented an application to support Pay-Per-Click (PPC) campaigns. By downloading our keyword information, we were able to automatically produce landing pages

John Sisler
Solution Architect/Business Analyst

john@sisler.info
(330) 333-2004

and other support pages. A practical example is that for 1200+ keywords, the application produces thousands of landing and multiple support pages in a few minutes.

Tool Overview: LAMP (Linux, Apache, MySQL, php), WordPress, eBay API, Doba API, PayPal API

Skills Overview: Technical Management of Developers and Designers, Managed QA, Managed Implementations, Reputation Management

GTP Travel Inc., Twinsburg, Ohio, SEO Architect

Jun 2008 – Feb 2009

GTP is a group travel company that is partnered with many hospitality industry leaders such as single reservation engines like Orbitz and hotel brands like Harrahs.

- Delivery and support of a digital strategy which transformed an outdated application into a scalable solution. This included upgrading multiple platforms and managing code changes without interruption to daily business. The strategy includes organic SEO, link building, paid search and usability.
- Managed multiple technical consultants specializing in UX, LAMP, and off-shore development units.
- The link building strategy included building supporting sites to link back to the conversion domain. The supporting sites are designed to support organic growth in their respective focus areas which are either location (i.e. Las Vegas or Orlando) or group type (i.e. corporate retreats or family reunions).
- The conversion reporting used ClearSaleing which tracks information from keyword usage in search engines all the way through to conversion.

Tool Overview: LAMP (Linux, Apache, MySQL, php), perl, WordPress, ClearSaleing, Agile Development Methodology

Skill Overview: Training, Development, QA, Implementation

Brulant/Rosetta Inc., Beachwood, Ohio, SEO Architect, Senior Consultant

Oct 2005 – Jun 2008

The top interactive agency in Northeast Ohio, and recognized industry leaders in Consumer Products & Retail, Healthcare, Financial Services, Consumer Technology & Media, B2B and Travel & Hospitality.

- Designed processes to deliver superior results in organic SEO and digital strategy for more than 30 clients.
- The clients were in diverse verticals including manufacturing, finance, consumer products, retail.
- Promoted the organic performance in search engine results pages (SERP's) by applying white-hat governing values of SEO.
- Designed and trained internal Interactive (media design and usability), Java, Microsoft, and SEO consultants in organic SEO architectural design.

John Sisler
Solution Architect/Business Analyst

john@sisler.info
(330) 333-2004

- Key projects included the extensive conversion of Borders eCommerce website from Amazon, a portal solution to maintain corporate branding for Marriott, SEO digital strategy project for Moen, education for Progressive Insurance marketing teams on SEO benefits and best practices, and a website redesign for TTI (Dirt Devil and Hoover).

Tool Overview: Visual Studio, LAMP (Linux, Apache, MySQL, php), RegEx, Python, Drupal, IBM WebSphere Commerce, Cold Fusion

Skill Overview: Training, Consulting, SEO Practice development

FirstMerit Bank, Akron, Ohio, Senior Application Developer, Database Analyst May 2000 – Sep 2005

Responsible for the design, communication, and implementation of key applications to assist with defect tracking and resolution, internet banking, claims, and mortgage processing.

John's role was to meet with the corporate stakeholders and define business rules and processes to address gaps and ultimately deliver solutions that combined automation, ease-of-use, and traceability for auditing.

- Designed and implemented a defect tracking and resolution system used for Consumer Loans, Mortgage Loans, Commercial Loans, and Deposit Services. Designed all aspects of the application beginning with the customer request and ending with preparing the enterprise installation. (end to end)
- Conducted line of business customer interviews which uncovered an opportunity to track account defects throughout the enterprise using one interface.
- Design and implementation of a system used to manage telemarketing to prospects or customers based on a dozen campaign varieties by distributing the calls to the branches.
- Conducted Marketing customer interviews which revealed the ability to replace a paper based call-distribution process with an electronic process. All campaigns were standardized into types.
- Design and implementation of a system used to manage claims from credit and debit card used to track trends that identify fraudulent activity and alert customers of the process by generating form letters.
- Conducted customer interviews with the Electronic Banking line of business which revealed the opportunity to replace a dozen disparate interfaces with one enterprise system that could be used to integrate all Electronic Banking departments.
- Managed a development team to implement a vendor application that electronically manages the mortgage process from loan origination, processing and closing.
- Managed a vendor system by promoting enhancements and increasing service availability through the Internet Banking channel. Integrated Credit Card partner and Mortgage partners into Internet Banking to provide additional services.
- Results: Logon time was reduced from the vendor approved 26 seconds to 5 seconds. Availability increased from multiple outages daily to over 99.5% uptime. The client base grew from 11,000 users to over 150,000 users in less than 3 years.

John Sisler
Solution Architect/Business Analyst

john@sisler.info
(330) 333-2004

Tool Overview: Macromedia Studio, MS SQL, Waterfall Development Methodology **Skill Overview:** Development, QA, Implementation, Training

Tiburon Technologies, Cleveland, Ohio, Senior Consultant

1998 - May 2000

Responsibilities included pre-sales support, definition of project requirements and best practices, application development and support. Additional responsibilities included teaching, course development, trade show demonstrations, onsite customer assistance and customer account management.

- Worked extensively on standardizing the corporate website based on industry best practices.
- Key client projects:
- Developed an automated process to incorporate acquisition financial information into the existing companies bookkeeping. (Aerovox)
- Developed a web based system that updated the workflow of an existing application and database with Business Process Views. These systems were instrumental in creating the paperless environment the client desired. (Rochester Gas and Electric)
- Developed an online catalog that could be securely accessed by customers reflecting customer specific pricing. (Gerber Scientific)
- Developed a Self-Service application for employees to update their personal information rather than call Human Resources. (Sherwin Williams)
- Developed an electronic workbench that managed units of work such as support calls and preventative maintenance, and deployed worldwide. (Consumers Energy)

Tool Overview: Visual Interdev, ColdFusion Studio, SQL Server, IDMS, CA-Opal

Skill Overview: Consulting, Development, QA, Implementation, System Integration, Training

Current Certifications [Full list online](#)

(ISC) ²	CISSP
International Six Sigma Institute™	Six Sigma Master Black Belt
International Scrum Institute™	Scaled Scrum Expert Accredited Certification
International Scrum Institute™	Scrum Trainer Accredited Certification

International Scrum Institute™	Scrum Master Accredited Certification
International Scrum Institute™	Scrum Product Owner Accredited Certification
International Organization for Project Management™	Product Manager (APDM™)
International Organization for Project Management™	Accredited Project Manager (APRM™)
International Organization for Project Management™	Project Requirements Analyst (APRA™)

Languages

Spanish

University 2 years, GPA 4.0

Rosetta Stone Levels I and II

Completed 2017

French

Rosetta Stone Level I

Completed 2018

Education

Oxford University

Natural Sciences Program

Astrophysics

Obtained July 2017

Stanford University

Cryptography Certification, GPA 3.7

Obtained July 2017

Game Theory, GPA 3.7

Obtained July 2018

Princeton University

Blockchain & Cryptocurrency, GPA 3.7
Obtained July 2017

International MBA Institute

MBA Management
Obtained April 2017

MBA Leadership
Obtained April 2017

University of Akron

Interdisciplinary Philosophy, GPA 3.6
Studies focused on philosophical theory related to psychology, neurology and logic.

Military Science, ROTC, GPA 3.8
Specialized in the art of leadership and performed on accelerated path to earn an officership in the US Army. Served as leader in combat arms units specializing in Infantry, Light Infantry, Armor, and Aviation. Competed in Ranger Challenge competition and have obtained Airborne Jump school certification.

Memberships and Volunteer Experience

(ISC)²

- Research Triangle Chapter President 2018-2020
- National (ISC)² Member

Boy Scouts of America

- Certified Cub Den Leader
- Graduated from Baden Powell Institute
- Certified Wood Badge Graduate
- Training Instructor for the Buckeye Council
- Committee Member
- Merit Badge Counselor

References

Please refer to my [LinkedIn Profile](#) for a full reference list.

Consolidated Reference List:

John Sisler
Solution Architect/Business Analyst

john@sisler.info
(330) 333-2004

Mark Gehman	Director	Perficient Inc.
Hank Odom	AVP Project Manager	Regions Financial Corporation
Chad Gerber	Senior Solutions Architect	Perficient Inc.

Hobbies

Technology

Working on various websites for friends and our Scout Troop.

John.Sisler.info
Crickett.MOCClions.org
Troop 244 Scouts

Training

Boy Scout Merit Badge for Webmaster which includes:

Hosting principles
LAMP stack development
Scrum Master Certification

Running

Ultrarunning has become a hobby over the last few years. One [charity event](#) is typically scheduled in the Fall of each year for me.