
SHEA WRITER

To whom this may concern,

I am currently looking for opportunities where my deep experience with internet technologies / banking, payments & e-commerce / CRM + ACD + WFO design & implementation / voice-biometric-based remote identity authentication / fraud mitigation space (and more recent experience with hyperledger-based blockchain and data-mining-based "AI") will translate into significant value for an innovative technology development / project management / business consulting / business development effort.

Thank you for your time and consideration,

A handwritten signature in blue ink, appearing to be 'Shea', with a long, sweeping flourish extending to the right.

Shea

SHEA WRITER

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USA

* willing to relocate

30,000 Feet:

- ✓ Broad & passionate experience with applied internet technologies:
 - ✓ Biometrics & Remote Identity Authentication / Verification
 - ✓ Payments, E-Commerce & Blockchain
 - ✓ Deep Data Analysis & AI Mapping
 - ✓ VoIP & WebRTC
- ✓ Expert in all aspects of Omni-Channel CRM:
 - ✓ ACD & IVR
 - ✓ Email & ChatBots
 - ✓ Satisfaction Tracking & WFO
- ✓ Successful Record as Start-Up & Product Ownership Manager / Director

Career Objective

To join a company where my unique and vast experience will add substantial value to an innovative IT-driven effort.

Experience

JUN 2017 – Present

NSDB PTY LTD (AUS) - REMOTE

Director / Platform Architect / Developer: “Transcriber.wiki”

Transcriber.wiki™ — an innovative, new-media “search engine” that relies on voice biometrics (ASR/automated speech recognition/speech-to-text) to enable key-word-searching of “spoken words” within online audio files (video, mp3, podcasts, etc.)

Responsibilities:

- Plan & Execute Logistics
 - Develop Agile/Scrum-based timeline
 - Team of three (3)
- Install, configure & deploy LAMP stack server
 - CentOS Linux
 - Apache Web Server
 - MySQL (v5.7.x)
 - PHP (v7.x)
 - BIND DNS
- Install, configure & deploy email server
 - Dovecot (IMAP)
 - Postfix (SMTP / POP3) + Postfix Admin
 - Email Network Security (SPF + DKIM + DMARC)
- Integrate with Amazon Cloud (S3) for rapid-scale storage
 - RESTful/JSON-based API integration
- Integrate IBM Cloud
 - Voice Biometrics Services (“speech-to-text”) for core transcription services
 - RESTful/JSON-based API integration
- Integrate with YouTube
 - RESTful/JSON-based API integration
 - Automate the extraction of audio files from YouTube video
 - Convert M4A audio format to MP3 for IBM speech-to-text processing
 - Database ASR (speech to text) results in preparation for transcriber.wiki display
- Hyperledger (“blockchain”) for “coin”-based incentive program

- RESTful/JSON-based API integration
- Javascript/AJAX-based database updates
- Identify Path to Market (in progress)
 - Monitoring Beta Traffic
 - Identify Real-World Use Case(s)
- Service Launch (scheduled)
 - Google AdWords-based online marketing
 - (Press Release Drafting and Issuance)

Notable Accomplishments:

- **World's first search engine to “deeply” search public audio for “spoken key words.”**

APR 2017 — Present

NSDB PTY LTD (AUS) - REMOTE

Director / Platform Architect / Developer: intelitruth™

intelitruth™ — world's first, face-biometric-driven search engine for AML compliance (encompassing a complete catalogue of profiles from the official Participants of the National Money Laundering Risk Assessment by the United States Treasury Department) ... in addition to a powerful, omni-channel "Know Your Customer" KYC-compliant document collection service for the financial services, healthcare, educational and police force / security services verticals.

Responsibilities:

- Planning & Financing
 - Market Research
 - P/L Projections
 - Business Modeling
 - "Pitch Deck" Development
 - Full Business Plan Development
 - Investor Pitches
- Logistics
 - Develop Agile/Scrum-based timeline
 - Team of five (5)
- Install, configure & deploy LAMP stack server
 - CentOS Linux
 - Apache Web Server
 - MySQL (v5.7.x)
 - PHP (v7.x)
 - BIND DNS
- Install, configure & deploy email server
 - Dovecot (IMAP)
 - Postfix (SMTP / POP3) + Postfix Admin
 - Email Network Security (SPF + DKIM + DMARC)
 - Streamline FAQ w/ automated voice-based "chat bot" (IBM Lex)
- Establish PCI/DSS network compliance
- Develop iOS + Android + HTML5 "Apps" for PCI/DSS-compliant document collection:
 - Android Studio + iOS Xcode IDE
 - C# + Node.js scripting framework
 - Cam-based document capture & collection
 - On-screen "signature" capture
 - RESTful/JSON/AJAX-based API development (for client/server communications)
- Deploy iOS + Android whitelabel "Apps" for public download & installation
 - Amazon App Store (Android)
 - Google Play Store (Android)
 - iTunes App Store (iOS)
- Integrate with Amazon Cloud (S3) for rapid-scale storage
 - RESTful/JSON-based API integration
- Integrate Microsoft Cloud (Azure)
 - Face Biometric Services
 - RESTful/JSON-based API integration

- Create daily “spiders” for “mining” of profiles from “Participants” listed in US Treasury Department’s “National Money Laundering Risk Assessment” — including, but not limited to:
 - Financial Crimes Enforcement Network (FinCEN)
 - Office of Foreign Assets Control (OFAC)
 - Office of Intelligence and Analysis (OIA)
 - Treasury Executive Office of Asset Forfeiture (TEOAF)
 - U.S. Marshals Service
 - Office of Inspector General
 - Drug Enforcement Administration (DEA)
 - Federal Bureau of Investigation (FBI)
 - Department of Homeland Security (DHS)
 - Immigration and Customs Enforcement (ICE)
 - HomelandSecurityInvestigations(HSI)
 - Department of Health and Human Services (via Office of Inspector General)
 - United States Postal Service (USPS)
- Deploy face-biometric-based search engine
 - Establish face-biometric catalogue framework
 - Index “spider-mined” profiles (daily)
- Identify Path to Market (in progress)
 - Monitoring Beta Traffic
 - Identify Real-World Use Case(s)
- Service Launch (scheduled)
 - Google AdWords-based online marketing
 - Press Release Drafting and Issuance

Notable Accomplishments:

- **First-to-market w/ face-biometric-driven search engine for AML compliance (a unified face biometric search engine that scans and delivers face-biometric matching profiles from all official Participants in the DOJ’s “National Money Laundering Risk Assessment”)**

JUL 2016 – JUL 2017

NSDB PTY LTD (AUS) – 12 month contract (REMOTE)

Director / Platform Architect / Developer: “PAYYAP.network”

PAYYAP - The Payments App™ (<https://PAYYAP.network>) is the best way for a “merchant” to capture fraud-free bank card payments when “card-not-present”. Free app to download, no “swipers” necessary, in-app merchant boarding, captures AMEX/MasterCard/VISA payments (face-to-face and across town/border) in real-time!

Responsibilities:

- Planning & Financing
 - Market Research
 - P/L Projections
 - Business Modeling
 - “Pitch Deck” Development
 - Full Business Plan Development
 - Investor Pitches
- Logistics
 - Agile/Scrum-based development timeline
 - Team of five (5)
- Install, configure & deploy LAMP stack server
 - CentOS Linux
 - Apache Web Server
 - MySQL (v5.7.x)
 - PHP (v7.x)
 - BIND DNS
- Install, configure & deploy email server
 - Dovecot (IMAP)
 - Postfix (SMTP / POP3) + Postfix Admin
 - Email Network Security (SPF + DKIM + DMARC)
- Deploy IBM WebSphere Voice Server
 - Configure Speaker Identify Verification Services
 - Develop & integrate framework for passive voice biometric caller recognition
 - Utilized IBM Web API (Restful-based)
 - Developed processes for speaker enrollment (bound mode)
 - Established scoring thresholds
 - Tuning included sampling of multiple speaker groups utilizing multiple devices and multiple codecs
 - Configure Automated Speech Recognition Services
 - Configured ports to accommodate 10,000 concurrent users
 - Deployed multiple languages
 - Developed VXML libraries multiple grammars
 - Integrated with 3rd party (Freeswitch) server via MRCP
- Deploy Freeswitch-based IVR framework:
 - Utilized Java + Lua scripting environment
 - Integration with IBM WebSphere Voice Server via MRCP
 - Integrated multiple DIDs for VoIP-based CRM call-outs
- Develop iOS + Android “Apps” for PCI/DSS-compliant payment initiation:
 - Android Studio + iOS Xcode IDE
 - C# + Node.js scripting framework
 - WebRTC-based voice over IP

- RESTful/JSON/AJAX-based API development (for client/server communications)
- Merchant "e-wallet" Interface (UX) development, testing & deployment
- Deploy iOS + Android whitelabel "Apps" for public download & installation
 - Amazon App Store (Android)
 - Google Play Store (Android)
 - iTunes App Store (iOS)
- Deploy Seamless CRM
 - Develop automated call-outs via IVR framework
 - Develop automated Email Follow-ups via Email Services
 - Develop automated "chat bot" for merchants (w/ Jabber + XMPP for Skype & Google Chat)
 - Develop FAQ
- Integrate with Amazon Cloud (S3) for rapid-scale storage of voice authorizations
 - RESTful/JSON-based API integration
- Establish PCI/DSS (LEVEL 2 PSP) network compliance
- Partner with TSYS/ProPay for payment processing
 - Establish communications with appropriate Account Manager
 - Facilitate applicable financial compliance and due diligence requests
 - Credit reports
 - Risk analysis
 - Service and system outlining
 - Business models and P/L projections
 - Establish multiple pricing "tiers"
- Identify Path to Market
 - Market research
 - Monitoring Beta Traffic
 - Identify Real-World Use Case(s)
- Service Launch
 - Google AdWords-based online marketing
 - Press Release Drafting and Issuance

Notable Accomplishments:

- **PAYYAP - The Payments App™ was a "finalist" (along with 16 other companies, selected from over 1000 international applicants) to present at the "Tech for Integrity" ("T4i") Fintech International Open @ Citi® Group European HQ in Dublin, Ireland (MAY 2017)**

JUL 2015 – JUL 2016

NSDB PTY LTD (AUS) – 12 month contract (REMOTE)

Project Manager & Platform Architect: “ZoomIN.gallery”

ZoomIN.gallery — designed to appeal to high-end professional photographers by enabling limited high-resolution photographs to be uploaded, watermarked and priced for digital and print sales.

Responsibilities:

- Plan & Execute Logistics
 - Agile/Scrum-based development timeline
 - Team of three (2)
- Install, configure & deploy LAMP stack server
 - CentOS Linux
 - Apache Web Server
 - MySQL (v5.7.x)
 - PHP (v7.x)
 - BIND DNS
- Install, configure & deploy email server
 - Dovecot (IMAP)
 - Postfix (SMTP / POP3) + Postfix Admin
 - Email Network Security (SPF + DKIM + DMARC)
 - Created system for photographers to upload multi-gigabyte files directly via Apple iPhoto™ via SMTP (“email upload”) API.
- Develop iOS + Android “Apps” for photo capture:
 - Android Studio + iOS Xcode IDE
 - C# + Node.js scripting framework
 - RESTful/JSON/AJAX-based API development (for client/server communications)
 - Develop API for direct-upload to photographer web-based gallery
 - Develop auto-watermarking (ImageMagick)
 - Develop per photo pricing facilities
- Deploy iOS + Android “Apps” for public download & installation
 - Amazon App Store (Android)
 - Google Play Store (Android)
 - iTunes App Store (iOS)
- Integrate with Amazon Cloud (S3) for rapid-scale storage
 - RESTful/JSON-based API integration
- Establish shopping cart for photo sales
 - PayPal-based payment process
 - Develop DE-watermarking facilities for completed photo sales
 - Develop licensing terms for photographers and buyers
- Identify Path to Market
 - Market research
 - Monitoring Beta Traffic
 - Identify Real-World Use Case(s)

MAY 2014 – MAY 2015**NSDB PTY LTD (AUS) – 12 month contract (REMOTE)****Project Manager & Platform Architect: “vocaONE.com”**

vocaONE LLC — with a focus on voice biometric technologies, vocaONE targeted the quickly growing market for two-factor and three-factor account security.

Responsibilities:

- Financing
 - Market Research
 - P/L Projections
 - Business Modeling
 - “Pitch Deck” Development
 - Full Business Plan Development
 - Investor Pitches
- Plan & Execute Logistics
 - Agile/Scrum-based development timeline
 - Team of five (3)
- Install, configure & deploy LAMP stack server
 - CentOS Linux
 - Apache Web Server
 - MySQL (v5.7.x)
 - PHP (v7.x)
 - BIND DNS
- Install, configure & deploy email server
 - Dovecot (IMAP)
 - Postfix (SMTP / POP3) + Postfix Admin
 - Email Network Security (SPF + DKIM + DMARC)
- Deploy IBM WebSphere Voice Server
 - Configure Speaker Identify Verification Services
 - Develop & integrate framework for passive voice biometric caller recognition
 - Utilized IBM Web API (Restful-based)
 - Developed processes for speaker enrollment (bound mode)
 - Established scoring thresholds
 - Tuning included sampling of multiple speaker groups utilizing multiple devices, multiple codecs and multiple background noise environments.
 - Configure Automated Speech Recognition Services
 - Configured ports to accommodate 10,000 concurrent users
 - Deployed multiple languages
 - Developed VXML libraries multiple grammars
 - Integrated with 3rd party (Freeswitch) server via MRCP
- Deploy Freeswitch-based IVR framework:
 - Utilized Java + Lua scripting environment
 - Integration with IBM WebSphere Voice Server via MRCP
- Develop WebRTC-based Javascript product “plugins”
 - **vocaPASS™** - for fast deployment of voice biometric (speaker identity verification) based password “layer” (a 3rd factor security service)
 - Accommodate multiple background noise environments per user
 - Accommodate forgotten passphrase (in some cases)
 - **vocaSIGN™** - for fast deployment of voice biometric (automated speech recognition) based voice signature “layer” (a voice authorization service for financial and high value transactions)

- Accommodate administrative option for printing of voice authorization transcript
- Deploy Seamless CRM
 - develop 800-based call-in IVR for financial services to verify vocaSIGN Authorizations
 - Develop automated “chat bot” for merchants (w/ Jabber + XMPP for Skype & Google Chat)
 - Develop FAQ
- Integrate with Amazon Cloud (S3) for rapid-scale storage of voice authorizations
 - RESTful/JSON-based API integration
- Establish PCI/DSS (LEVEL 2 PSP) network compliance
- Identify Path to Market
 - Market research
 - Monitoring Beta Traffic
 - Identify Real-World Use Case(s)
- Service Launch
 - Google AdWords-based online marketing
 - [Press Release Drafting and Issuance](#)

Notable Accomplishments:

- **World’s first voice biometric-based 3rd-factor security layer “plugin” for integration with any existing user/password login process.**
- In 2015, vocaONE was the first technology company approved for a direct WebSphere Voice Server (ASR/SIV) license by IBM since Nuance Comm. (1999).
- Invited by AT&T to speak and present as a voice biometric services panelist: AT&T Developer Conference; 2015 Consumer Electronics Show (CES), Las Vegas

vocaONE was acquired by Sony Mobile Communications Inc. in APR 2015

NOV 2013 – MAY 2014**NSDB PTY LTD (AUS) – 6 month contract (REMOTE)****Project Manager & Platform Architect: “Peephole.Online”**

Peephole.online — an innovative online advertising network which injected high-quality advertising media into the “wait time” period between each “web page load”.

Responsibilities:

- Deploy LAMP stack (Linux, Apache, SQL, PHP + Java/Ajax/CSS/**Canvas**)
- Deploy POP3/iMAP services CRM-related communication tracking
- Establish framework for clients to upload promotional banners and video
- Establish “plugins” for injecting ads into the “wait time” between each page load (compatible with Chrome and Firefox)

Notable Accomplishments:

- Was the first online advertising network to inject ads in-between page loads
- Managed sale of Peephole.online (negotiations, contracting and transfer of IP)

Peephole.online was acquired by media.net in MAR 2014

SEP 2010 – SEP 2013**NSDB PTY LTD (AUS) – 36 month contract (REMOTE)****Project Manager & Platform Architect: “BANGK!”**

BANGK! — an Australian online business community, delivering a range of ad-free / banner-free network services specifically designed to help SMB secure online privacy and secured-data independence.

Responsibilities:

- Deploy LAMP stack platform (Linux, Apache, SQL, PHP + Java/Ajax/CSS)
- **Deploy Freeswitch-based IVR framework for high-volume ACD/CRM services (servicing over 15,000 small businesses)**
- **Integrate with Amazon S3 for rapid-scale branded, cloud storage**
- **Deploy whitelabel, multi-IP, openVPN-based subscription services**
- Confer with owners, advisors to build consensus
- Coordinate marketing activities

Notable Accomplishments:

- **Drove membership to 15,000 subscriptions with 24 months** of service launch via Google AdWords + multiple “guerrilla marketing” techniques (facebook + twitter + affiliate marketing)AUG 2008 — AUG 2010

NSDB PTY LTD (AUS) – 24 month contract (REMOTE)**Project Manager & Platform Architect: “PayBySEPA”**

PayBySEPA - the first online SEPA (Single Euro Payments Area) transfer service facilitating cross-boarder Euro billing.

Responsibilities:

- Deploy LAMP stack platform (Linux, Apache, SQL, PHP + Java/Ajax/CSS)
- Deploy Freeswitch-based IVR framework to synchronize services & CRM
- Deploy POP3/iMAP services CRM-related communications
- Confer with owners, advisors to build consensus
- Coordinate the company’s financial and go-to-market activities

- Identify and document KPIs to maximize capital value, ROI and increase operational / revenue efficiencies
- Coordinate all branding, marketing, business development & sales activities

Notable Accomplishments:

- Partnered as PSP with multiple European-based financial institutions:
 - BillingPartner.com
- **Drove membership to 2,000 subscriptions (revenues > 250,000 EUR/month) within 8 months** of service launch via multiple “guerrilla marketing” techniques (facebook + twitter + affiliate marketing)

PayBySEPA was acquired by iVentureCapital GmbH in JUN 2010

AUG 2007 – AUG 2010

NSDB PTY LTD (AUS)

Project Manager & Platform Architect: “NSDB E-Commerce Platform”

NSDB PTY LTD — a boutique, internet services incubator based in Sydney, Australia. The company specializes in network security, remote identity authentication, remote identity verification, and remote data management.

Responsibilities:

- Project development and management
 - Budgeting planning, approval and adherence oversight
 - Progress reporting to the Board
 - Financial Modeling
 - Strategic consulting
 - Establish SVN-based Development Operations Platform
 - Lead project manager w/ multiple teams of 3 - 5 technicians
- Write, analyze, review, and rewrite Linux/Apache/PHP/Java/Ajax/SQL programs
- Fundraising (private equity / VC)
- Legal document review (partnerships, licensing, etc.) and adjustments

Notable Accomplishments:

- Secured USD 1 Million in VC funding
- Secured Small e-Money Issuer’s License via Financial Services Authority (FSA) UK
- Established Payment Service Provider partnership with Wirecard (EU)
- Established Payment Service Provider partnership with Ecorepay (AUS)
- Secured “low value, non-cash payment facility” authorization via Australian Securities & Investment Commission (ASIC) AU
- Secured PCI/DCC-compliance Validation (LEVEL 1) via VISA EU.

Professional Hiatus: 2001 – 2007

After the sale of ManhattanMultiMedia, I was afforded the ability to take time-off for family, travel (Australia, Argentina, Brazil, Fiji, Hong Kong, Laos, Mexico, New Zealand, Thailand, Vietnam), and pursue personal interests (related to food and nutrition).

NOV 1995 – DEC 2000

ManhattanMultiMedia, Inc. (USA)

Co-Founder; General Manager

An internet business services pioneer - guiding a diverse portfolio of international clients into the new, "online world". Clients included the City of New York (West Side Parkway), Banamex (Mexico), Hadassa.org, Templos / First Casino Group (Argentina), and BSA Advertising/Career Mart (among the very first online career indexes).

Responsibilities:

- Locate and contact potential clients for new media services and e-commerce services and solutions
- Deliver illustration proofs to customers for approval
- Locate and contact potential clients to offer advertising services
- Identify and build relationships with potential strategic investors

Notable Accomplishments:

- Sourced USD +1mm cash investments from strategic partners.

ManhattanMultiMedia, Inc. was acquired by BSA Advertising (NYC) in 2000

Education

United World College (UWC-USA) – International Baccalaureate, 1991

Higher Levels:

- Art
- Macro Economics

Languages:

- Spanish (rusty, but familiar)

Skills

- Linux/OSX/Windows System Administration :: 20+ years
- TCP/IP, DNS, NAMED-based network configuration & maintenance :: 20+ years
- LAMP (Linux, Apache, SQL, PHP, JS/CSS) Server Stack :: 20+ years
- IBM WebSphere Voice Server (IBM WS VS is the common voice server that is used within Avaya, Genesis & Cisco unified communication stacks) :: 10+ years
- Automated Speech Recognition (ASR), MRCP, VXML :: 10+ years
- Speaker Identity Verification (SIV), alaw, ulaw :: 10+ years
- VOIP, Asterisk, Freeswitch, Twilio, Lua, SIP, G711, H.323 :: 10+ years
- Email Services: SMTP, IMAP, POP3, Samba, SPF, DKIM, DMARC, Spamhaus DBL, SORBS RHSBL, Sendmail, Postfix (10+ years)
- Firewall and Network: SSH, SFTP, *VPN, *VNC, IPTABLES/firewall (10+ Years)
- Google Cloud Platform, Sound eXchange (SoX)
- Standard Office Software: Powerpoint, Keynote, Excel, Numbers, iMovie, Photoshop, Pages, Word :: 10+ years
- API development and documentation (Git, SVN, Mashape, proprietary) :: 8+ years
- iOS Swift / iTunes Connect :: 4+ years
- Android Studio / Google Play Console :: 4+ years
- Objective C / C / C++ / Python :: 4+ years
- Node.js, Bootstrap, Wordpress :: 4+ years
- General Proficiency (4+ Years): tomcat, nginx, HTML5, Bootstrap, Canvas, Chromium, jQuery, jQuery Mobile, WebRTC,, Amazon AWS EC2 & S3, IBM Bluemix & Watson

Awards

Shea holds an international patent for a voice-driven, remote identity authentication process titled: **Methods for verifying cardholder authenticity and for creating billing address database.** (<https://encrypted.google.com/patents/WO2003017049A3>)

Summary

- ✓ Deep knowledge of “remote identity” authentication & account management:
 - AML/KYC-compliant account on-boarding & management
 - Voice biometric (SIV) profile enrollment & voiceprint management
- ✓ Deep knowledge of e-commerce and global payments market:
 - Bankcard debit & credit payment channel acquisition and maintenance
 - Fraud & risk mitigation
 - Level 1 PCI/DSS-compliant network establishment and maintenance
 - Customer service and support drivers: efficiency, accountability
 - Government regulation & compliance
- ✓ Experienced, measured and thoughtful communication skills
- ✓ Motivated, self-starter and all-in team player

References

Peter Malliaras: Director at NSDB PTY LTD (AUS)

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