SHEA WRITER

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USA

Career Objective

- To join a company where I can add substantial value to an innovative information technology effort (new product, service and/or market development).

Experience

Co-Founder, Board Member (non-exec)
PAYYAP LLC (NY, USA) — 2016-Present

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:

- Confer with Board members, advisors to build consensus.
- Direct and coordinate the company's financial and go-to-market activities
- Manage "go-to-market team" of 5 engineers (4 remote) for PAYYAP - The Payments App™ product launch
- Identify and document KPIs to maximize capital value, ROI and increase operational / revenue efficiencies
- Coordinate all branding, marketing, business development & sales activities
- Deliver speeches, write articles, present information at meetings / expos
- Lead platform architect / project management:
  ‣ Payment service system & UX architecture, development, testing & deployment
  ‣ IVR system architecture design, development, testing and deployment
  ‣ Omni-channel (app+web+ivr+email+chat) customer support system architecture design, development, testing and deployment

Notable Accomplishments:

- Established partnership with TSYS/ProPay (US)
- Established partnership with Wirecard (EU)
- Established partnership with Lykke (EU)
- PAYYAP LLC was selected (along with 16 other companies, from over 1000 international applicants) to present to a panel of judges at "T4I" Fintech International Open @ Citi group European HQ in Dublin, Ireland

Co-Founder, CTO
vocaONE LLC (NV, USA) — 2014-2015

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

Responsibilities:

- All aspects of the company's voice biometric services architecture - planning, development, testing, deployment and documentation management
- Maintain open communications with customers and ecosystem partners to identify and vet real-world solution requirements
- Network and server configuration to LEVEL 1 PCI/DSS-compliance standards

Notable Accomplishments

- In 2015, vocaONE LLC was the first technology company approved for a direct voice biometric (ASR/SIV) server 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 LLC was acquired in SEP 2015

Co-Founder, Board Member (non-exec);
NSDB PTY LTD — 2004-Present

NSDB PTY LTD is 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. Product / service launches include (but not limited to):

- Tube-to-Text.com (2017 - present)

- ZoomIN.Gallery (2015 - present)

- Peephole.Online (2013 - present)

- NSDB E-Commerce Platform (2006 - present)

Responsibilities:

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

Notable Accomplishments:

- Launched one internet based product/service per year for 10 years.
- Secured Small e-Money Issuer's License via Financial Services Authority (FSA) UK
- Secured "low value, non-cash payment facility" authorization via Australian Securities & Investment Commission (ASIC) AU

Co-Founder, President

ManhattanMultiMedia, Inc. — 1995-2000

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), the 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 +2mm cash investments from strategic partners.

ManhattanMultiMedia, Inc. was acquired 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 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
- Proficient: Apache, tomcat, nginx, JS, PHP, *SQL, HTML5, Bootstrap, jQuery, jQuery Mobile, WebRTC, SSH, SFTP, *VPN, *VNC, IMAP, POP3, Samba,

Sendmail, Postfix, VMware vCloud Director, IPTABLES (firewall), Amazon AWS EC@ & S3 (broadly), IBM Bluemix & Watson (recently), Google Cloud Platform (extensively), SVN, Git, Sound eXchange (SoX), Powerpoint, Keynote, Excel, Numbers, iMovie, Photoshop, Pages, Word

- API development and documentation
- iOS Swift / iTunes Connect :: 4+ years
- Android Studio / Google Play Console :: 4+ years

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.***

Summary

✓ Deep understanding of "remote identity" authentication & account management:
  ‣ AML/KYC-compliant account on-boarding & management
  ‣ Voice biometric (SIV) profile enrollment & voiceprint management

✓ Deep understanding 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

Alan Laubsch: Director at lykke.com; Founding member RiskMetrics Group, Inc. (a JP Morgan company)

Douglas Bagley: Director at NSDB; Senior Level Executive at Thomson Reuters (Hong Kong);

* willing to relocate

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