PROFESSIONAL PROFILE

Benjamin C. Greenhouse
NorthCard Inc.

AREAS OF EXPERTISE

- Strong skills in database development and design, and dynamic website development.
- Established communication and teamwork skills working with project teams and producing and delivering instructional presentations to staff members. Rated very highly by managers.
- Experienced in managing end user relationships while defining requirements and reviewing end results.
- Functional expertise in project planning, including user requirement definition, timeline creation and strategic planning.
- Scientific background provides excellent analytical and logical skills along with strong written and oral communication skills. Objective-oriented individual works effectively independently or as a member of a project team.

CONTRACT ENGAGEMENTS

Database and Web Developer, Radio Shack Canada; October, 2001 – November, 2001

Designed and built the database responsible for powering Radio Shack Canada's Gamers Club web site. Designed and coded the Active Server Pages that provided the site's interactivity, and created a web based administrative interface for the client's support staff. Responsibilities included:
- Project Planning – Help develop and maintain detailed project plan and schedule.
- Client Relationship Management – Identify key requirements, present project concept, support implementation, work with client to solve problems and alleviate their concerns.
- Implementation – Design, develop, and implement database modules, jobs and stored procedures for both common web site operations and data conversion from POS database.
- Develop and implement a login based ASP website on a secure server.

Database and Web Developer, Acarta; December, 2000 – September, 2001

Acarta is a loyalty program that allows consumers to carry a single card to participate in points programs with many retailers. Acarta has sophisticated Web-based database CRM applications for both retailers and consumers. Responsibilities included:
- Web Database Development – Architected and developed comprehensive demo database. Designed production version.
- Web Administration – Managed access to a public web site, including assigning login ID & Password, analysis & maintenance of usage stats and interaction with customers.
- Defined technology architecture for production operation, including data warehouse, transaction processing, staging servers and database.
- Managed series of processes to maintain database, including backups, updating user information and replication. Automated processes wherever possible, including member updates and backup.

EMPLOYMENT

Project Manager, NorthCard Inc.; October, 2000 – Present
- Designed, implemented, and manage 4 websites and one Wireless Web Site.
- Perform various research duties, prepared reports on various aspects of the loyalty market.
- Meet with prospective clients and prepare project proposals and estimates.

Programming Manager/Editorial Administrator, VetMedCenter.com; January 2000 – July 2000
- Designed, created and maintained a system to track approximately 4000 documents as they moved through the eight stages of editing required before being coded and posted on VetMedCenter.com.
- Designed and built the back and front end for this system in Microsoft Access. Administered an FTP site upon which the database was backed up, and the documents stored.
- Responsible for designing and presenting web-based tutorials on this system for the editorial staff, as well as aiding them in virus protection and miscellaneous computer procedures.
- Coded the finished documents in XML for production on the site, while managing a team of 4 coders.

Researcher, Toronto General Hospital, Department of Anaesthesia; September, 1998 – August, 1999
- Responsibilities include designing and constructing test equipment, designing and conducting human experimental protocols, analyzing data and preparing reports.

COMPUTER SKILLS

Application	Description	Expertise
Microsoft Word	Word processing	Expert User
Microsoft Excel	Spreadsheet	Expert User
Microsoft PowerPoint	Presentation development	Advanced User
Microsoft Access	Basic database	Expert User
Microsoft SQL Server	Advanced Database	Advanced User
Microsoft Visual Interdev	Web Application Development Tool	Advanced User
Macromedia DreamWeaver	Web Design and Development	Expert User
Macromedia Flash	Web Development	Competent User
Allaire Homesite	Web Development	Expert User
Adobe Photoshop	Graphics design & development	Advanced User
Adobe ImageReady	Graphics design & development	Advanced User
Visio	Flowcharting	Competent User
Microsoft Project	Project management & tracking	Competent User
Cognos Powerplay	On-line data analysis & report production	Competent User

EDUCATION

Strategies for a Web Presence, 2001
- Eight-week course covered selected topics in e-business planning, design and promotion.
- University of Toronto School of Continuing Studies, New Media Studies Certificate Program.

Web Site Implementation and Management, 2000
- Eight-week course covering design, management and implementation of web sites.
- University of Toronto School of Continuing Studies, New Media Studies Certificate Program.

Hon. B.Sc. Evolutionary Biology/Zoology, 1999, Toronto, Ontario

French Immersion Certificate, 1994

ELECTED POSITIONS AND APPOINTMENTS

- University of Toronto
  - Member of Provostial Review Committee on Innis College (1998)
  - Member of Principal Selection Committee for Innis College (1999)
  - Member of the Innis Residence Council (1996-98)

INTERESTS

- SCUBA Diving
- Music
- Wooden Boats
- Rugby
- Ultimate Frisbee
- Shorinji Kempo