

# Mike.

MICHELE MASSARI - PROJECT MANAGER & WEB DEVELOPER

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## education

**2012: NLP Business Practitioner Certificate** // *Italian PNL Academy - Milan, Italy*

Set of courses covering public speaking, coaching, presentation skills, leadership and management techniques.

**2010: Bachelor of Arts in Graphic Design, Marketing and Management** // *IED, European Institute of Design - Milan, Italy*

Interdisciplinary degree with an integrated curriculum from the departments of computer science, mass communication and visual arts.

**2008: Futus Training Certificates** // *Futus Corporation - Italy*

Multiple business and leadership courses aimed at communicating efficiently, managing teams & resources and interfacing with clients.

## work

**2015-2016: Technical Director / Project, Product Manager** // *Freelance, Contractor*

Freelance Technical Director, project and product manager. Team leader and in-house mentor.

### Key Clients

RedBull // Tetra // Prince's Trust // Supper // Jonne Stoker // Vizeum // Danone // Lumo // St John Ambulance // Disney // NH Hotels // Pirelli

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**2014-2015: Technical Director / CTO** // *Sparkloop - London, UK*

Technical Director in a leading design agency with exposure to the full project lifecycle for a wide variety of national and international reaching ICT projects. Head of front-end and back-end development teams. Mentor of young talents. In charge of maintaining relationships with clients.

### Management responsibilities

- Team size: 15
- Team skills: Front-end, Back-end, iOS, Android
- Project sizes: £300'000 - £7'000'000
- Agile Project Management using Scrum and Kanban
- Mentoring the team and teaching best practices and new solutions
- Keeping accurate administrative records of expenditure and costing
- Liaising with outside IT consultants and other third party contractors
- Setting budgets and agreeing project time scales with clients
- Maintaining client relationships
- Identifying, analyzing, measuring and managing project risks
- Monitoring actual expenditure figures against project budgets
- Preparing project documentation
- Writing detailed project progress reports
- Preparing status reports for use in communication to stakeholders
- Ensured staff and sub contractors timesheets were accurately completed
- Liaising with company other directors and stakeholders

### Coding experience

- REST API creation using Laravel / Codeigniter
- Responsive Front-end development in AngularJS, HTML5 / CSS 3 for e-commerce solutions and client's websites
- Error and load testing
- Cross-browser / Mobile compatibility testing
- Code deployment using Continuous Integration platforms
- Code versioning using GIT
- TDD and BDD for both front-end and back-end
- LAMP Server management

### Key Clients

RedBull // Tetra // Prince's Trust // Supper // Jonne Stoker // Vizeum // Danone // Lumo // St John Ambulance // Autoglass // Haitong Securities // Tui

## 2008-2014: CTO, Product Manager // *Twentyfourseven (formerly Soda Studio) - Milan, Italy*

CTO for Twentyfourseven and subsidiaries (Volta Footwear, Soda Studio, 247 Showroom). Mixing the startup culture of Volta Footwear with the agency mindset of Soda Studio and the fashion background of 247 Showroom. Product manager for Volta Footwear. Leader of the development, QA, dev-ops and analytics & data teams.

### Management responsibilities

- Team size: 78
- Team skills: Front-end, Back-end, iOS, Android, Standalone Mac / Win, Dev-ops, Data & Analytics, Online Marketing & SEO
- Project size: €5'000'000+
- Agile Project Management using Scrum of Scrums
- Involved in project from evaluation, conception and completion
- Experience working in a PRINCE environment.
- Preparing progress reports for Programme Managers
- ERP experience includes supply chain finance business intelligence CRM and point of sale.
- Liaising with the on-premise and off-premise sales team, marketing team and retail stores owners
- Team management, coaching and mentoring
- Creation and management from scratch of the team
- Hiring employees, reviewing performances, deciding salary and bonuses
- Liaising with external partners, contractors and freelances

### Coding experience

- REST API creation using Laravel / Codeigniter / Node.js
- E-Commerce website coding
- Responsive Front-end development in AngularJS, HTML5 / CSS 3
- Experience with Smarty, Subversion, and other API services (Italian Bank)
- Cross-browser / Mobile compatibility testing
- Code deployment using Continuous Integration platforms
- Using strict code guideline
- Ensuring all areas of the website run quickly and efficiently
- TDD and BDD for both front-end and back-end
- Email marketing campaigns
- Big data, SQL and noSQL databases structure and administration
- Facebook / AdWords Campaign creation
- Amazon Web Services and other cloud based platforms
- Integration with third party softwares and API across a variety of languages

## Case Study: **Volta Footwear Integrated Administration and Management Software**

### BACKGROUND & NEEDS

Born in 2008, Twentyfourseven is home of three different companies: Volta Footwear (a world-renowned shoe brand), Soda Studio (an award-winning design agency established in 2006) and 247Showroom (a sale and strategic fashion counselling agency).

While I was in Soda Studio since 2007 and I actively participated in the creation of the first Volta Footwear's shoe; the biggest achievement of my career in Twentyfourseven was definitely the creation of the Administration and Management software for the holding.

As a fast-growing shoe brand, Volta Footwear needed to set up a big infrastructure to support the increasing amount of sales and to coordinate the different aspect of the brand. From material estimation, to shipping & logistics passing by manufacturing, sales statistics, accounting, retail store management and catalogue creation. They needed a SaaS to coordinate and create relationships between the different applications already in place and to provide ad-hoc features that only bespoke software can guarantee.

### PROCESS & SOLUTIONS

Starting from just 5 employees, I quickly expanded the technical team to 75 talents with different backgrounds and skillsets, ranging from front-end development to back-end, from PHP to Node.js, Scala, Ruby, iOS & Android, C#. The team included also Data & Statistics, Dev-ops and SEO & Marketing.

We created a big RESTful API built in Scala from which branched several client applications: two E-Commerce websites built in PHP/HTML/Angular, one iOS/Android application for salesmen, another iOS application for retail stores that enabled them to complete sales in an "Apple Store" fashion (allowing the customer to pay directly with an iPhone/iPad and printing the invoice remotely) and two web based softwares for the marketing and accounting team to respectively manage sales projection and invoices/returns/customer service.

Lastly but not less important we provided integration solutions for the already existing softwares in the logistics and manufacturing facility in order to ease up the day-to-day workload of their employees and keep all the data synchronized at all times.

As a CTO and team manager I followed the PRINCE 2 method and, for the day to day, I set up a Scrum of Scrums with the head of each sub-team as a Scrum master. Paying attention to my employees feelings inside and outside of the office and using a meritocratic approach I was able to avoid most conflicts and quickly resolve the few that arose.

### RESULTS

The team was incredibly productive and cohesive. We managed to complete the whole SaaS in little over 6 months and the system we put in place is still in use today. Communication was key for day-to-day activities and I was able to keep the interaction between sub-teams going, making each and every team member focused and keen to achieve a common goal.

## 2011-2012: Lead Developer // Bizual - London, UK

Development leader in a promising tech startup in London. Web application planning and structure, front-end and back-end development. Heavily involved in brainstorming, usability, web and mobile app UI/UX optimization. Scrum master.

### Management responsibilities

- Team size: 5
- Team skills: Front-end, Back-end
- Agile Project Management using Scrum and Kanban
- Mentoring the team and teaching best practices and new solutions
- Liaising with outside IT consultants and other third party contractors
- Preparing project documentation
- Writing detailed project progress reports
- Web application planning

### Coding experience

- REST API creation in PHP using Codeigniter
  - Responsive Front-end development in HTML5 / CSS 3
  - Handwritten OOP PHP 5
  - Cross-browser / Mobile compatibility testing
  - Code versioning using GIT and Subversion
  - Responsible for developing and sustaining company intranet system, web development of all company websites / web applications including micro-sites for marketing promotions for organisations
  - LAMP Server management
  - Developing personalised MVC/CMS for all company websites / web applications
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## 2010: Team leader: Disney's DYou and Disney's Topolino // Mutado - Milan, Italy

Developer team leader for the creation of Disney's DYou and Disney's Topolino websites. Involved hands-on in the coding of both back-end and front-end section of the sites. Supervising the mobile (iOS and Android) teams. Scrum master and in charge of the team's interaction with the client

### Management responsibilities

- Team size: 8
- Team skills: Front-end, Back-end, iOS
- Agile Project Management using Scrum
- Mentoring the team and teaching best practices
- Preparing project documentation

### Coding experience

- Developing personalised MVC/CMS for clients' websites
  - Front-end development in HTML / CSS / MooTools / jQuery
  - Drupal
  - OOP PHP coding
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## 2007-2008: Web designer, web developer // Soda Studio - Milan, Italy

Website design and coding for a young design agency in Milan. Front-end and back-end development. Web & mobile UI/UX design and optimization.

The relationship with Soda Studio continued when Twentyfourseven was founded, in 2008. See above for more details

### Key Clients

Cape Natix spa // Aliante Partners // Carandini // Camo // Artigianpiada

### Coding experience

- Front-end development in HTML / CSS / MooTools / jQuery
  - Wordpress theme coding
  - Procedural PHP coding
  - MySQL database management
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## 2007-2014: CEO & Founder // Keydes - Milan, Italy

My own compagny. Started in 2007 with my freelance work, it became a proper agency between 2010 and 2014 before I move to London.

### Key Clients

Corriere della Sera // Diesel // Lattughino // Giulio di Sturco // Sony

### Coding experience

- Front-end development in HTML / CSS / MooTools / jQuery
- Wordpress theme coding
- Procedural PHP coding
- MySQL database management