

## Philip Crawford

1314 Rutledge Street, Madison, WI 414-915-3833 • philip.crawford@uwalumni.com

### SUMMARY

More than 15 years experience in information technology, including project management, staff development, software architecture, customer support, and training. Demonstrated effectiveness in leading teams, motivating others, communicating goals and plans, and solving complex business problems through the use of software, process improvement, and technology.

### EXPERIENCE

**Department of Children and Families**, Madison, WI 2012 – 2013  
Project Manager

Brought agile development practices to the information technology department of this state agency. Introduced new tools and processes to IT leadership as well as client areas within the agency which depend on software development and maintenance.

- Led a team of developers, business area staff, and testers on two high profile projects.
- Introduced the development team to behavior driven development (BDD) test driven development (TDD).
- Introduced the development and management team to utilizing user stories as a mechanism to effectively define and manage the implementation of software features on an agile project.
- Introduced the management team and development team to point based estimation and project velocity for managing and estimation of deadlines.

**Murfie.com**, Madison, WI 2010 – 2012  
Software Development Manager

Operational leadership for all aspects of the software development team which created and managed this startup's consumer focused web site as well as the systems to manage and monitor customer inventory and online sales.

- Led team of contract and staff developers and designers to implement a complex web 2.0 user experience with multiple API dependencies and ajax style interactions.
- Created the disc warehouse management system which manages over 90,000 unique albums and over 300,000 customer discs.

**InboxFox.com**, Madison, WI 2005 – 2010  
Co-Founder

Leader of this 3 person company which provided email marketing software as a service (SAAS) to small businesses and non-profits. InboxFox.com was profitable within the first year, but was shut down due to profit erosion from the 2008 recession.

- Responsible for the software life cycle decisions, planning and budgeting for new features and managing contract software developers.
- I had primary responsibility for security of customer data and payments, application testing, risk management, customer support, and bug tracking.

**Wisconsin Department of Financial Institutions**, Madison, WI  
Senior Project Manager

2000 – 2008

Managed software development teams of up to 10 people, including software engineers, database administrators, software architects, business area staff, accounting staff, and test technicians. Was instrumental in growing the online filings for the agency from nothing to almost \$10 million per year.

- For several years I was the project manager of all web based software applications for the Department of Financial Institutions and worked directly with the IT Director and Deputy Secretary in defining the agency's online application strategy.
- Chief architect and project manager of the WDFI online user accounts system. This system is utilized by thousands of WDFI online users to store personal, organizational, and secure payment information. This was the first system of its kind in Wisconsin state government.
- Project manager and architect of the first online system for the Wisconsin Uniform Commercial Code online filings. This system has processed several million lien filings in the state of Wisconsin at a savings of several full time equivalents each year.
- Gave several presentations to the State Web Administrators Group on usability and information architecture and was responsible for usability decisions for wdfi.org and the agency's online applications.

## EDUCATION

University of Wisconsin, Madison  
Bachelor of Science – Accounting

## REFERENCES

Matt Younkle  
CEO - Murfie Music  
312-953-9069

Mrunal Kulkarni  
Section Chief - Department of Children and Families  
608-261-4579

John Amundson  
IT Director – Wisconsin Department of Financial Institutions  
608-261-7200