

Ben Peter | Professional Profile

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Summary

Ben Peter is an IT consultant, enterprise architect, and systems architect with 16 years of experience as a consultant and architect, in second and third level IT management positions, and as a developer. Ben has particular experience with content management solutions and web platforms for automotive, finance, marketing and advertising.

Professional Experience

- Nov 2015 – current **Senior Practice Manager / Lead Architect**
- Task: Define architecture for highly integrated and connected Adobe Marketing Cloud based platform (Products: AEM 6.2, Campaign, Target, Analytics)
Client: Loyalty and Partnership Programs Industry, Germany
- Feb 2014 – current **CMS Consultant**
- Task: Support RCA after incidents on CQ 5.4 platform and subsequent changes to stabilize platform, review new releases for potential performance impact
Client: Aviation Industry, Germany
- Apr 2014 – current **CMS Architect and Developer**
- Task: Review architecture and implement findings, development of new functional requirements on Adobe CQ 5.5, upgrade to AEM 6.1
Client: Finance Industry, Germany
- Nov 2015 **CMS Architect**
- Define approaches for distribute content maintained in CQ5 / AEM to in-flight content provisioning systems.
Client: Aviation Industry, Germany
- June 2015 **AEM Technical Architect / System Engineer**
- Setup and deploy AEM 5.6.1 on AWS, including automated backup + restore, define SOP, transition existing application and content deployment to new platform
Client: Miele & Cie. KG, Germany

- Dec 2014 – July 2015 **CMS Architect and Developer**
- Task: Define software architecture and infrastructural setup for new international CMS platform based on Adobe AEM 6.0
Client: Services Industry, Germany
- Sep 2015 – Dec 2015 **CMS Architect**
- Review architecture for B2B/B2C web/mobile/app platform based on Adobe Marketing Cloud (Products: AEM 6.1, Campaign, Target, Audience Manager), integrated with legacy CRM database and custom applications
Client: Infant Nutrition Industry, France
- June 2012 – Nov 2015 **Senior Practice Manager / Technical Writer**
- Task: Creation of Product Documentation for Adobe Communiqué
Client: Software Industry, Adobe Systems, Switzerland
- Apr - Dec 2014 **CMS Architect and Developer**
- Task: Support client in stabilizing and increasing performance on a multi-vendor CQ 5.4 deployment.
Client: Automotive Industry, Germany
- Apr - Oct 2014 **CMS Architect and Developer**
- Task: Migration of a multi country, multi language platform from CQ 5.2.1 to AEM 5.6.1, with focus on transition of MSM use cases.
Client: Transport Industry, Germany / Czech Republic
- Apr 2014 **CMS Licensing Consultant**
- Task: Help client identify required AEM 6.0 modules for the enterprise's platform requirements.
Client: Pharmaceutical Industry, Germany
- Mar 2014 **CMS Consultant**
- Task: Supporting a project in identifying required changes and sequence of steps in migrating from CQ 5.3 to Adobe AEM 5.6.1
Client: Finance Industry, Germany
- Feb 2014 - Mar 2014 **Senior Practice Manager**
- Project: Multi-Brand Platform based on Adobe AEM 5.6.1
Client: Consumer Goods Industry, Germany
- Jan 2014 **Senior Solution Developer**
- Project: Corporate Website based on Adobe AEM 5.6.1
Client: Real-Estate Industry, Germany

Sep 2013 - Dec 2013	<p>Senior Architect</p> <p>Project: undisclosed Client: Software Industry, Switzerland</p>
Oct 2013	<p>Senior Practice Manager</p> <p>Project: Migration of an existing infrastructure environment that had no provisioning management to use Puppet. Client: Consumer Goods Industry, Germany</p>
Oct 2013 - Nov 2013	<p>Senior Architect</p> <p>Project: Development of a PoC for rolling out automotive dealer websites to mobile channels based on Adobe CQ 5.5 Client: Automotive Industry, Daimler AG, Germany</p>
May 2012 - Nov 2013	<p>Senior Practice Manager</p> <p>Project: Stabilization and Redesign of worldwide customer websites for leading aviation brand and their client bonus system, based on Adobe Communiqué 5.3 Client: Aviation Industry, Germany</p>
Jan 2013 - Mar 2013	<p>Senior Practice Manager</p> <p>Project: Verification of Architecture and convergence towards Adobe CQ product standards Client: Software Industry, Germany</p>
Nov 2011 - Nov 2013	<p>CMS Architect</p> <p>Project: Worldwide Retail and Wholesale CMS Platform for Daimler, based on Adobe Communiqué 5.5 Client: Automotive Industry, Daimler AG, Germany</p>
Jun 2012 - Aug 2013	<p>Senior Practice Manager</p> <p>Project: Architecture Review and Consulting for a Ground Operations communication system based on Adobe Communiqué 5.5 Client: Aviation Industry, Germany</p>
Mar 2013 - Jun 2013	<p>CMS Architect</p> <p>Project: Infrastructure Consolidation and Datacenter Migration for a large-scale Adobe CQ5 deployment Client: Precision Instruments / Industrial Weighing, USA / Switzerland</p>
Jan 2012 - Mar 2012	<p>CMS Consultant</p> <p>Project: IT and CMS Strategy for future development and rollout of Mobile and Microsite Solutions based on Adobe Communiqué 5.5 Client: Automotive Industry, General Motors</p>

- Sep 2011 – Apr 2012 **CMS / DAM / SoCo Architect and Developer**
- Project: Internal archival and collaboration platform based on Day Communiqué 5.5 / Adobe ADEP WCMS and DAM.
Client: Publishing Industry, Gruner + Jahr, Germany
- Mar 2011 – Aug 2011 **CMS Architect**
- Project: Multi-brand, multi-market, multi-channel global digital marketing platform based on Day Communiqué 5.4 as the CMS.
Client: Consumer Goods Industry, Henkel, Germany
- Oct 2010 – Sep 2011 **CMS Architect**
- Project: General Motors' B2C CMS Platform – ongoing architecture support for new functionality, infrastructure and IT strategy.
Product: Day Communiqué 5.2.1, Day CRX 1.4.1
Client: General Motors
- Feb 2011 **CMS Consultant**
- Project: Analysis and elimination of stability and performance problems, infrastructure architecture, cluster, failover and loadbalancing setup, load tests and preparation of system for go-live.
Products: Day Communiqué 5.3, Day CRX 2.1
Client: Market Research Industry, GfK, Germany
- Oct 2010 – Feb 2010 **CMS Architect**
- Project: Architecting solution design for structural consolidation and component implementation in an internationally rolled out CMS implementation
Products: Day Communiqué 5.3, Day CRX 2.1
Client: Pharmaceutical Industry, Germany
- Oct 2010 – Dec 2010 **CMS Consultant**
- Project: Consulting on CMS implementation of web presence relaunch
Products: FatWire ContentServer, Sun Solaris
Client: Finance Industry, Germany
- Jan 2009 – Sep 2010 **Senior IT Consultant / Lead Architect**
MRM Worldwide Germany
- Lead architect on GMDS, a CMS driven web platform that enables General Motors' B2C web sites throughout the world
- Management of technical client communication
 - Support of strategic business decisions
 - Development of System Architecture
 - Development of Integration Architecture and required changes to General Motors' Enterprise Architecture landscape
 - Management of Architecture Team

- Subject matter alignment and approval coordination with client's architecture and business owners

Quality gatekeeper for analysis and user experience documentation

Apr 2008 – Dec 2008

Director IT Consulting and Technology
MRM Worldwide Germany

Management of IT department including IT Consulting, Project Management, Application Development, and Content Management groups.

- Reporting into MRM Worldwide Germany CEO
- Supervision of key projects for General Motors, Microsoft, and Nestlé
- RFQ responses, New Business Development, Pitches
- Portfolio and services development
- Organizational development
- Vendor and partner management
- Hardware and Software Budgets

Aug 2007 – Mar 2008

Senior Consultant Technology / Grouphead
MRM Worldwide Germany

Heading up consulting services at MRM Worldwide. Consulting clients on their services and systems landscape for B2C marketing and advertising, including dealer location services, product configuration and order enablement, content management implementations.

- Lead IT Consulting for clients (JEE, LAMP, .NET, Flash)
- Architecture and design of proposed solutions
- Pitch presentations and RFP responses
- Supplier and 3rd party vendor management
- Interim Lead Operations

Projects include

- GM Europe's Vehicle Configurator
used for B2C websites, dealer management systems, order management, trade fairs
- GM Europe's Dealer Location Web Service
used for B2C marketing systems and websites
- Microsoft Partner Management Portal
- Microsoft Leader's Lounge
- Opel.com redesign and relaunch
- Nestlé Babyservice.de

Apr 2006 – Jul 2007

Senior Application Engineer / Grouphead
MRM Worldwide Germany

Leading the Application Development group at MRM Worldwide.

- Establishment of development standards and practices
- Architecture and design of web platforms
- Mentoring of team members
- Research and Prototyping
- Solution Design

- Java and PHP Development

Projects include

- Nestea Nation website
- Nescafé Dolce Gusto
- Gerolsteiner web platform
- Bluetooth booths for Opel retailers
- Mastercard Exclusives Incentives Portal

Jan 2000 – Mar 2006

Application Engineer
MRM Worldwide Germany

Development of web applications and web sites using Java and PHP

Projects include

- Opel.de (JDK1.3, Struts, Soap, XML, Oracle)
- Opel Finance Calculators (JDK 1.3, JNI)
- MyOpel (JDK 1.3, Oracle)
- Rauch-frei.info for BZgA, German Government (Typo3)
- Corsa C'Mons website (PHP, MySQL, Soap)
- Hagebau Retail CD-Rom Catalogue (PHP, SQLite)
- Astra Configurator CD-Rom (JDK 1.4, Tomcat, XML)

Feb 1998 – Dec 1999

Web Developer, Teacher
self-employed

Web projects using C and PHP for small and medium businesses.
Provided classes in C, HTML, Linux and Internet usage to students at BBT Tuttingen, an educational institution of the chamber of commerce.

Languages

German (native speaker)
English (business fluent)

Presentations

Integration of complex external applications with multi-site CMS implementations (Day Ignite 2009, Zürich)

Proficiencies

Technology Stacks: Java SE, Java EE, LAMP,

Standards and Specifications: Web Services / SOAP, OSGi, JSP / Servlet, XML, XSLT, XHTML, CSS, SQL, AOP, UML 2

Content Management Systems: Adobe AEM, Day Communiqué, ContentXXL, MCMS, Typo3, eZ publish, contenido, FatWire Content Server

Servers and Databases: Weblogic, WebSphere, Tomcat, Apache HTTPD, MySQL, Oracle, MongoDB, SQLite