

Name: Carsten Kraft
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Curriculum Vitae

August 2013 – 2017 (Present)
Senior IT Consultant
Big Data Projects
Smart Digital Solutions GmbH
Stuttgart, Germany

Technical Project Manager at Smart Digital Solutions GmbH in Stuttgart, Germany. Big Data projects as the Head of Research responsible for technology, products and service implementation. High traffic website targeting and personalization engine for a major German car manufacturer in Wolfsburg, Germany. Project Consultant for technical IT projects in various International markets. Targeting, Advertising and digital solutions.

2009-2014
Chief Technology Officer & Software Architect
(Executive Vice President)
Greenova Services Inc.
Manila, Philippines

International Technical Lead of several Teams of Philippine and German Software Developers with major focus on Product Development, Software Architecture and Consulting in an International Start-up company (100% subsidiary of its mother-company in Germany).

Providing guidance and support for Software Developers for educational purpose and programming techniques as part of a software development knowledge base and learning program for new software developers hiring into the teams.

Responsible for all aspects of company's technology strategy, software product development, product deployment and IT Business Management Support.

Direct reporting to the Chief Executives of Greenova Philippines and its mother company in Germany and the Czech Republic.

Managing interviews in continuous company recruiting process to build up high-skilled software development teams with German Business Knowledge and next generation of trained in-house certifications.

Major Projects:

Volkswagen AG – Mein Auto, Smart Digital GmbH (2013-now)

Project consulting and software quality assurance for implementation of VW 'Mein Auto' online web portal to provide a personalized online web for Volkswagen customers (vehicle drivers) and family members. Coordination of International software teams located in Germany, the Philippines, Poland and the Czech Republic for implementation and timed deployments of system components, server infrastructure and software updates.

VARTA – Hotel Guide, Germany (2013-now)

Implementation 'Varta Guide' web application in coordination with software development teams and customer product deployment. The 'Varta Führer' is a popular hotel and restaurant guide in Germany. Responsible for core features of Microsoft Bing Map Integration with detail points of interests (POI), full VARTA data visibility to the layered map and advanced route calculation.

Gesellschaft zur Verwertung von Leistungsschutzrechten (GVL - Society for the exploitation of performing right) – Accreditation BV2014 (2013-now)

Concept and implementation of a multi-user software system to accredit GVL members (175.000 artists at 12.000 manufacturer/music labels) on BV2014 event in Berlin. Responsible for technical implementation and Rollout for BV2014 event, February 2014 in Berlin.

TechProtect GmbH – Backbone, Germany (2010-2013)

Development of a high performance software transaction system 'TP Backbone' with interfaces to internal/external applications and partner companies (HP, SAP, IBM) via WebServices or physical file exchange. Automated data analysis and reporting with complex algorithmic processing of 'Big Data' and a workflow engine including auditing and personalized reports. Core feature implementation and major user software updates management and quality assurance.

TechProtect GmbH – TP GECO BackOffice, Germany (2011-2013)

Concept and implementation of GECO Silverlight BackOffice Application to provide advanced data reporting with TP Backbone transactions using actual live data (Big Data). Responsible for GECO framework development as a software product for multi-user environments running GECO BackOffice Application for personalized and scheduled user reports via e-mail.

DGNB – German Sustainable Building Council – Web & Mobile Application (2011-2013)

Concept and implementation DGNB Navigator for Green Building, a multi UI application with server data backbone using web services to communicate with desktop and mobile clients. For mobile purposes, the application provides 2-way synchronization and an 'offline work mode' for remote operating DBNB certification users. Property data can be collected and altered on the fly to calculate a visual overall result chart with advanced detail statistics of every item used during construction process. Responsible for GAGA framework development as a software product for advanced offline synchronization and UI features.

STIHL – German Chainsaw Manufacturer – Compliance Radar (2011-2012)

Concept and implementation for a desktop and mobile application for STIHL management to indicate important compliance data with worldwide regulations for STIHL products like STIHL's popular Chainsaws. Based on this tool, a product and including materials do comply specific country regulations and policies on the overall product manufacturing process.

Hewlett Packard – TVS Pegasus, Germany (2011-now)

Responsible for HP System data reporting software 'Pegasus' to perform overall reporting between separate internal Hewlett Packard databases as an effect from the company merge with Compaq. Advanced 'Big Data' from Performa and Fourshift are aggregated to overall transaction and product reporting (personalized reports for HP Managers via e-mail).

Hewlett Packard – B2B Remarket Mall - EMEA (2009-2010)

Concept, implementation and migration of a high value/volume B2B online market place for HP Renew Products and auction platform (former EBay FairMarket) with a starting monthly gross value of \$ 10M in EMEA for bundles and auctions within the first month of operation. Ongoing system management (constantly new feature deployments) and support.

Hewlett Packard – B2B Remarket Mall - APJ (2011-2012)

Migration, Deployment and Rollout of HP B2B Remarket Mall in the Asia Pacific region (Australia, Japan, Singapore, Malaysia, the Philippines, New Zealand, India, Thailand, Vietnam)

European Recycling Platform – ERP GECO BackOffice (2009-2013)

Concept and implementation of a transaction based software system to handle physical pickup transactions of WEEE and further recycling materials including several interfaces to European countries and governmental reporting. Responsible for Country Rollouts with specific regional policies and requirements on software standardization process and quality assurance (automated unit testing).

German Club Manila – POS Migration, Philippines (2011-2012)

Overall Responsibility as Director of IT for migrating the existing point of sale system data of all members of the German Club Manila to a new software provider. Migration includes hardware server infrastructure, software applications and classes to train the German Club Staff.

**2004-2009
Software Architect
webix solutions GmbH
Stuttgart, Germany**

TEC ServiceEurope – TSDC Data Warehouse (2008-2009)

Concept and implementation of an SME sized product warehouse of physically inventory and transaction based processing system. The software handles all products scanned via barcode label at various locations within the physical warehouse to online report each product asset at any time.

TEC ServiceEurope – Online Request Web (2009-2012)

Concept and implementation of a sales representative online web portal 'Request Web' to create and maintain orders by authorized users including multi-step approval processes with district and area sales managers. Responsible for Rollout to Hewlett Packard and Oracle on one physical web portal.

Environplasma – WE3 Recycler (2007-2009)

Development and Rollout WEEE Recycler for Environplasma in corporation with GreenOak software development team located in Edinburgh, Scotland.

Hewlett Packard – TVS Financing (2007-2009)

Concept and implementation PMC (Product Master Catalog) for HP product financing and price calculation. HP Trade-in Value Solutions (TVS) is HP's finance and marketing business operation team and direct data reporting between HP core teams is done with actual live data. Responsible for technical platform and software system development including any new PMC features.

Hewlett Packard – Clearing Center Application (2005-2008)

Development and implementation HP Clearing Center for clearing of customer orders including physical product/asset exchange functionality. Software architecture in coordination with development teams.

Hewlett Packard – Trade-in Portal (2004-2008)

Development and implementation of HP Trade-in online portal to offer a wide range of marketing promotions via web configurators to HP customers. A single trade-in promotion program can be as simple as buying a new HP product and involving a return product (e.g. old printer) for which the customer receives a TIV (Trade-In Value).

Hewlett Packard – Buy and Try Portal (2004-2008)

Development and implementation of HP Buy & Try online portal to handle user registrations for different product promotions to physically try an HP product and return it if the customer is not satisfied with it.

Hewlett Packard – Rebate Portal (2004-2008)

Development and implementation of HP Rebate portal which offers dynamic programs for selected product promotions to receive a rebate on purchase. HP customers participating on a rebate program will receive a flyer with their new product to use HP Rebate portal to register and receive a rebate value (cashback).

Hewlett Packard – TVS xPR Contribution Reporting (2004-2008)

Implementation of HP TVS xPR Logic for worldwide contribution reporting of business segments (Business Units [BU] and Product Lines [PL]) out of internal software systems (Oracle, BRIO) within HP TVS Finance department. Responsible for xPR reporting development and processing of NALA (North & Latin America), EMEA (Europe, Middle East & Africa) and APJ (Asia Pacific) countries. Reporting directly to HP TVS Finance Managers.

Hewlett Packard – (DCC) Data Center Consolidation (2008)

Consolidation project to migrate critical HP TVS finance applications (PMC, xPR and internal TVS business sites) into the consolidated data center in Houston, Texas as part of HP's worldwide consolidation strategy. Any migration application has to comply data center policies for standard processes for maintenance, software updates and deployments.

Hewlett Packard B2B – Promotion Webs (2005-2007)

Software Architect for Framework Development and implementation of HP B2C Promo Portal – a dynamic online promotion platform used for multi-client environments. Having complete customizable and configurable HP B2C Promotion Web to launch different marketing programs with fulfillment process to internal HP Backend systems. TV and Saturn/Mediamarkt Advertising including securely generated promo code list with number tracker.

“Web Promotions as a Service” – Promo Software Product (2005-2007)

Implementation and Rollout of 3rd party client promotions for Microsoft, Lenovo, IBM, MSI, Toshiba, Logitech, Philips, Focus (Magazine) using B2C Promo Portal (own framework especially developed for dynamic multi-client online promotions providing a configurable registration process to collect all customer data for further order fulfillment and reporting. Full responsibility on software framework as a service (product) development.

TechProtect – TP TakeBack Solution - Collection Fulfillment Center (2007)

Design and Implementation TP Collection Fulfillment Center – an online web application to handle customer supplies transaction and physical old/new product exchange functionality for different providers. Rollout new system with interfaces to TP Backbone (TechProtect Transaction Backend) workflow systems.

TechProtect – Canon Supplies Web Application (2006)

Concept and Implementation of Canon Supplies Webs, a client-based fulfillment solution for Canon printer supplies and exchange of physical cartridges for Canon printer portfolio. Rollout of the system as public frontend application to Canon customers. The developed generic framework to run and configure the system has been reused as framework to build similar client implementations (Epson, BRITA Filters).

German Olympic Sports Confederation (DOSB) – Member Database System (2008-2009)

Concept and implementation of DOSB member database including physical activity data, processing and reporting of training data. Visually presented by actual live data dashboards of each DOSB member at measuring points taken into medical history and logging for further optimization process. Medical member data is periodically checked for thresholds monitored for signal indication.

National Museum of Stuttgart – Project Management Application (2008-2009)

Concept and implementation of 'Project Manager' online application for detail planning of national projects within the museum environment including international projects. Overall project responsibility and customer consulting.

Motorpresse Stuttgart – Auto Motor Sport (2008-2009)

Development and relaunch popular German Auto Sport Magazine in corporation with Interred Content Management Framework for high performance websites and pages which are 'burned' from dynamical database content into static web pages on defined intervals.

Shoplue – Shop Certification Application (2008-2009)

Concept, Development and Rollout Shoplue Shopgutachten an internal core business application to create certifications for online e-commerce shops. Online shop owners act as customers to optimize and certify an e-commerce shop for usability and customer satisfaction.

Shoplue – Online Shop Widget (2008-2009)

Interactive application and web widgets (Plugins) for online shop owners to rate and recommend products within certified online shop systems. All data are collected and provide the basis for detailed shop optimization process which the client offers as a service to their customers. Project responsibility and customer consulting.

Kultliederbuch – Song Book Web (2007-2008)

Development and implementation of the popular German guitar song book 'Kultliederbuch'. Responsible for customer website relaunch and deployment of interactive web portal.

**2005-2017 (Present)
Freelancer Activities
Carsten Kraft
Stuttgart, Germany**

Founder of Technology Internet Platform – www.TechCrates.com (2010 - now)

Technology Review platform providing a host for technology blogger community for mobile phone news and updates. Major focus on Technology related news and reviews for mobile phone devices and computer tips and tricks. Tech Crates as publishing network for highly targeted niches and topics covering smart phones, gadgets, Internet and IT knowledge base. Full responsibilities as Editorial Head and founder of the website. The blog successfully achieved an official Google PageRank 5 worldwide.

Founder of Android Review Platform – www.DroidGalaxy.com (2013 - now)

Android reviews and updates, latest Android apps and games. Mobile tablets and smart phones for Android operating systems and mobile devices as part of an overall Content Delivery Network (CDN). Full responsibilities as Editorial Head and Founder of the website. The blog successfully achieved an official Google PageRank 4 worldwide.

Founder of German IT Internet Platform – www.TechUni.de (2012 - now)

Educational IT blog covering knowledge base topics for Internet and Wireless Technologies (DSL, VDSL, LTE) as part of an overall Content Delivery Network (CDN). Full responsibilities as Editorial Head and founder of the website.

The blog successfully achieved an official Google PageRank 5 in Germany/ worldwide.

Founder of Education Internet Platform – www.StudentLifeOnline.com (2005 - now)

Educational College blog providing a blogger community for students worldwide including Education Guide and major student topics as part of an overall Content Delivery Network (CDN). Full responsibilities as Editorial Head and Founder of the website. The blog successfully achieved an official Google PageRank 5 in worldwide.

Founder of Web Development and Design Platform – www.avinash.ws (2006 - now)

Technology Blog for Web Development, Design and Security related Topics, Internet and Hosting. Reviews and Tests of Software Tools for Windows, Mac, Linux, Android and iPhone. Avinash is part of an overall Content Delivery Network (CDN). Full responsibilities as Editorial Head and Founder of the website. The blog successfully achieved an official Google PageRank 5 in worldwide.

Consulting Manufacturing Business – Leinenweber, Germany (2007 - 2011)

Requirement Analysis, Concept and Implementation of core Software System for Business Automation of 'Die Leinenweber' - a regional bio clothing manufacturing company located in Stuttgart, Germany. Technical Responsibility of production system including server infrastructure and software systems for purchase, POS, inventory and reporting of central business data. Advanced backup scenarios (local and cloud services integration).

Marketing Projects – International SEO & SEM (2008 - present)

Through my expertise in Search Engine Optimization (SEO) and Search Engine Marketing (SEM), many International client projects (web promotions) were developed and rolled out during the years including Kickstarter, Microsoft, IBM, SAP, Lenovo as the biggest.

**2001-2004
Software Developer
RR Software GmbH
Blankenburg, Germany**

ANTRAGO – Education (2001-2004)

Implementation and Development of ANTRAGO Education product in all states of software development, starting with detail requirements analysis (conceptual phase) through implementation, testing (QA) and user update Rollout process in direct customer contact.

ANTRAGO – Seminar (2002-2003)

Implementation and Development of ANTRAGO Seminar product in all states of software development, starting with detail requirements analysis (conceptual phase) through implementation, testing (QA) and user update Rollout process in direct customer contact.

ANTRAGO – Academy (2003-2004)

Implementation and Development of ANTRAGO Academy product in all states of software development, starting with detail requirements analysis (conceptual phase) through implementation, testing (QA) and user update Rollout process in direct customer contact.

**1998-2000
IT Specialist
Magister GmbH
Magdeburg, Germany**

Magister System – IT Networking & System Administrator (1998-2000)

Planning and installation of business network environments (LAN/Wireless) in office companies with handling of various hardware/networks (Private Virtual Networks VPN/VLAN) and computer systems with full responsibility as System, Database and Network Administrator on security and proper function.

Career Highlights

- 2014 VW Big Data Solutions, Stuttgart Germany
- 2014 GVL Association Event Software, Berlin Germany
- 2013 VW Mein Auto Web, Volkswagen Germany
- 2013 VARTA Guide, Greenova Philippines
- 2013 B2C DroidGalaxy.com | Android Review
- 2012 ERP Europe Platform, Greenova Philippines
- 2012 B2C TechUni.de | German Technology Review
- 2011 TP BackOffice, Greenova Philippines
- 2010 B2C TechCrates.com | Technology Review
- 2010 HP B2B Remarket Mall, Greenova Philippines
- 2009 TEC Request Web, webix solutions Germany
- 2008 HP TVS PMC, webix solutions Germany
- 2007 Environplasma Weee Recycler, Berlin Germany
- 2007 TEC TSDC Data Warehouse, webix solutions Germany
- 2006 HP Rebate Portal, webix solutions Germany
- 2006 B2C Avinash.ws | Web Development & Design
- 2005 HP Buy & Try Exchange Portal, webix solutions Germany
- 2005 B2C StudentLifeOnline.com | The College Blog
- 2004 HP Trade-in Exchange Portal, webix solutions Germany
- 2003 ANTRAGO Academy, RR Software Germany
- 2002 ANTRAGO Seminar, RR Software Germany
- 2001 ANTRAGO Education, RR Software Germany

Business Experience

- **Senior IT Consultant** **2014 – 2017 (Present)**

Smart Digital Solutions GmbH (Stuttgart, Germany)

Technical Senior Consultant at Smart Digital Solutions GmbH in Stuttgart, Germany. Big Data projects as the Head of Research responsible for technology, products and service implementation.

- **Chief Technology Officer & Technical Project Mgmt.** **2009 - 2014**

Greenova Services Inc. (Manila, Philippines)

International Technical Lead of several Teams of Philippine and German Software Developers with major focus on Product Development, Software Architecture and Product Rollout in an International Start-up company (100% subsidiary of its mother-company in Germany).

- **IT Project Manager & Software Architect** **2007 - 2009**

webix solutions gmbh (Stuttgart, Germany)

Project Manager for IT Software projects and development of Software Applications for customer product rollout in coordination with International teams.

Senior Software Developer **2004 - 2007**

webix solutions gmbh (Stuttgart, Germany)

Development of software applications for IT business solutions for International clients like Hewlett Packard and global partner companies.

- **Software Developer** **2001 - 2004**

RR Software GmbH (Hasselfelde, Germany)

Development of ANTRAGO a popular education software product for universities and schools.

- **Military Service Technical Pioneer** **2000 - 2001**

German Bundeswehr (Armed forces of Germany)

Technical education at the German Bundeswehr in alignment with public military duty (conscription to military service) as Obergefreiter and military pioneer for floating bridges and team coordination.

- **IT Specialist**

1998 - 2000

Magister GmbH (Magdeburg, Germany)

Planning and rollout of business network environments (LAN/Wireless) in office companies with handling of various hardware/networks (Private Virtual Networks VPN/VLAN) and computer systems with full responsibility as System, Database and Network Administrator on security and proper function.