

# Peter Torr Smith

Web | Technology | Business | Products | Analysis | User Experience | Projects | Agile

**Web Business Specialist** – Strategy, analysis, requirements gathering and specifications, user and stakeholder interviews, modelling, verifying, quantifying, estimating, prioritising. Information architecture (IA) interaction design (IxD) and user experience (UX) design, wire-framing, prototyping. Solution architecture, design and scoping, development, testing, configuration and website administration. CMS design and support, online product championing and management, social network implementation, content authoring and editing.

**Team / Project Manager** – General, team and IT project management, agile, XP & Scrum. PRINCE2 and Scrum Master certification. Development teams, other projects, delivery and programme management. Financial management and reporting. Business legal and contract negotiation and management. Governance. Shareholder and stakeholder management and reporting.

**Seeking** – web business analysis, design, development team and/or project management role, supporting and growing the online capabilities and effectiveness of an organisation and/or its clients.

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## PERSONAL INFORMATION

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*Name:* Peter Torr **Smith** <sup>1</sup>  
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PO Box 19049, Courtenay Place, Wellington, New Zealand  
*Phone:* 021-451-967 (mob)  
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*Email:* [peter@ptorrsmith.com](mailto:peter@ptorrsmith.com)  
*Web:* Personal/CV website: [www.ptorrsmith.com](http://www.ptorrsmith.com)  
LinkedIn profile: <http://www.linkedin.com/in/ptorrsmith>  
*Citizenship:* New Zealand (Birth), Canada  
*Languages:* English, Spanish

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## OVERVIEW

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Current / active	Previous / as required	Other supporting experience
<ul style="list-style-type: none"><li>Web business specialist</li><li>Analysis, design, planning</li><li>Requirements gathering</li><li>Wire-framing / prototyping</li><li>Workshop facilitation</li><li>Project management &amp; delivery</li><li>Business processes/scoping</li><li>Website admin and content authoring</li></ul>	<ul style="list-style-type: none"><li>Ruby on Rails / AJAX</li><li>Drupal / CMSs</li><li>HTML / CSS</li><li>SQL / DBA</li><li>Development support</li><li>Testing &amp; test plans</li><li>Flash / Graphics</li><li>.Net, C#, ASP.net, Delphi</li><li>Data analysis</li></ul>	<ul style="list-style-type: none"><li>Finances, tax, &amp; equity/share issues</li><li>Director, board &amp; CEO experience</li><li>Start-ups (business, ventures, projects)</li><li>Contract and commercial law</li><li>Corporate and government sectors</li><li>Reporting and KPI monitoring</li><li>General, development, &amp; team Management</li></ul>

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<sup>1</sup> Last name = Smith. Torr = a middle name. This goes back to my television days (name on credits), and when there were 6 Peter Smiths working at MAF! ☺

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**PROFESSIONAL EXPERIENCE / CAREER**


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<b>Catalyst IT</b> <i>Wellington</i> <i>Apr '09 - Current</i> <i>Full-time</i>	<b>Web Business Analyst, Information Architect, Project Manager</b> <ul style="list-style-type: none"> <li>▪ Drupal, Ruby on Rails, Moodle and other web project scoping, specification, design and delivery</li> <li>▪ Project and Programme management</li> <li>▪ Client liaison / account management</li> <li>▪ Project resourcing</li> <li>▪ Solution design and proposals</li> <li>▪ Workshop and meeting facilitation</li> <li>▪ New website, business venture and product kick-starting</li> <li>▪ Pre-sales support and proposal development</li> <li>▪ Deep appreciation of Open Source pros and cons</li> </ul> <p><i>Achievements / result</i></p> <ul style="list-style-type: none"> <li>▪ Accent.ac.nz – bid lead, analysis, specification, IA, wire-framing and architecting phase 1, and phase 2 (PM for phase 2)</li> <li>▪ Booksellers.co.nz – PM for new site</li> <li>▪ nzrs.net.nz – PM for site rebuild</li> <li>▪ Secret project – analyst, co-developer, and agile PM for highly AJAX'd Ruby on Rails internal application for large Telco, to support new venture/product evaluation</li> <li>▪ TrueNet.co.nz – Initiation, analysis, specifications and wireframes / process mapping, agile PM, launch and enhancements, programme coordination</li> <li>▪ AkoAotearoa.ac.nz - phase 3 enhancements</li> <li>▪ RFP / pre-sales proposals and presentations – helped Catalyst win RFP bids and deliver proposals and presentations</li> <li>▪ Summeroftech.co.nz internships – champion, lead and coordinate Catalyst taking on 6 interns for 2010/11 summer – including gaining FRST R&amp;D funding approval</li> <li>▪ Championed internal development team resource scheduler to give resource visibility and planning to PMs</li> </ul> <p><i>Learnings and experience gained</i></p> <ul style="list-style-type: none"> <li>▪ Total immersion into the world of open source</li> <li>▪ Diverse team management, negotiating resources, different team &amp; individual styles</li> <li>▪ Significant CMS and application design and specification experience</li> <li>▪ Technical learnings and appreciation (GIT version control, Linux/Ubuntu, Drupal, PostgreSQL, Virtual Machines)</li> </ul>
<b>HireThings.co.nz</b> <b>Operations</b> <i>Let Use It Ltd</i> <i>Wellington</i> <i>2009 - Current</i> <i>Part-time</i>	<b>Product / Service / Operations manager</b> <ul style="list-style-type: none"> <li>▪ 3-5hrs/wk, plus board responsibilities</li> <li>▪ Business development, direction, management</li> <li>▪ Customer services (customers, suppliers)</li> <li>▪ Product specification, design, testing</li> <li>▪ Administration and Finance</li> </ul> <p><i>Achievements / Learnings</i></p> <ul style="list-style-type: none"> <li>▪ Time and priority/focus management</li> <li>▪ Distributed/virtual team management</li> <li>▪ Offshore website deployment</li> </ul>

**HireThings.co.nz / .com****Start-up phase**

*Let Use It Ltd  
Wellington  
Apr '06 - Jan '09  
Full-time*

**Founder, CEO, Analyst, Developer, Administrator, Generalist**

- Small business & start-up experience
- Team leader, director, shareholder, CEO
- Web 2.0 analyst/developer (Ruby on Rails, HTML/CSS/AJAX/Javascript)
- Release planning and scoping
- Hire industry knowledge
- Financial administration, tax and planning
- Presentations, pitching, capital raising and shareholder management
- Contracts, terms of trade, legal compliance
- Research & development grant applications, management & delivery
- New product / service design and delivery
- Testing (automated, manual, usability, user groups)
- Support process, site administration, advertising management

*Achievements / Learnings*

- Establish founding team, develop and launch the service
- Entry into Creative HQ Business Incubator
- Approval and delivery for several large government R&D grants
- Initial core development, ongoing development
- Manage team, restructuring & business continuity
- Capital raising / shareholders' agreement
- Development team and project management

**Intergen**

*Wellington  
2004 - 2006*

**Software Developer**

- Microsoft .Net developer (C#, ASP.Net)
- SQL Server 7/2000/2005 DBA/Dev
- Mobile application development, testing
- Web Apps, Web Services, WinForms, Windows Services
- Test Drive Development (TDD) and Continuous Integration (CI) projects
- Onsite and offsite development

*Achievements / Learnings*

- Co-developer/DBA on large financial/investment/broker management and reporting system (ASP/SQL).
- Nationwide farm application – Energy Sector (Winforms)
- Systems integration development (SAP/.Net web service)
- Online Post-code & address finder with map Integration (ASP.Net)
- Support & enhance large govt website (ASP.Net)
- RFP response content lead architect (SOA/Web. Client liaison)
- Completion, testing and delivery of mobile museum tour application (.Net CF)
- Framework evaluation and prototype (Winforms, SOA)
- Microsoft Certified Professional (SQL Server)

**eCentric / eCargo**

*AMR Group  
Wellington  
2000 - 2002*

**Web and Web Services Developer**

- Delphi
- XML / XSL
- Web Services (proprietary and .Net)
- Mobile applications (Win Mobile)
- WAP application design, develop, deploy

*Achievements / Learnings*

- Learn Delphi, .Net, web services
- Primary web UI developer for eCargo.co.nz (Delphi, HTML, XML, XSL, Web Services)
- Justice sector document management support. Cross sector web development (ASP)
- Drive and deliver WAP extension of eCargo.co.nz (WML, XML, Web Services)
- Mobile prototype for border security (C#, Windows Mobile, Web Services)
- Worked alongside the **Trade Me** team as they grew that business

- MAF IT**  
Wellington  
1999 - 2000
- Analyst Developer**
- SQL Windows/GUPTA (OO WinForms)
  - Informix DB
  - MS Access & VBA

*Achievements / Learnings*

- Learn object oriented development
- Large relational database systems experience
- User & business requirements gathering & sign-off
- Development lifecycle & process appreciation

- MAF Operations**  
Wellington  
1997 - 1999
- IT Coordinator / manager**
- Liaison between business and IT groups (meat works, quarantine, laboratories)
  - Special Projects
  - Business group reporting
  - IT & Telecomms contract management

*Achievements / Learnings*

- Roll-out nationwide Virtual Private Network to meatworks
- Selection and implementation teams for MAF-wide IT support outsourcing
- Executive responsibilities and reporting

- MAF Quality Management**  
Meat Inspection Services  
Wellington  
1994 - 1996
- IT Projects Manager, Assistant to National Director**
- Support National Director, regional managers, executive team
  - Represent and communicate corporate views and objectives
  - Stakeholder coordination. Implement and coordinate national initiatives
  - Special projects - Training event coordinator, campaign management
  - Contract administrator
  - Geographic Information Systems operator (5 month secondment)

*Achievements / Learnings*

- Nationwide seafood data collection and analysis programme
- Requirements for Audit management system
- Establish and maintain first MQM-wide "Intranet"
- Receivership management. Legal liaison and legislation contribution
- Annual budgeting and contract negotiation support

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## OTHER EXPERIENCE

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- Travelling Sabbatical**  
*Travel, Adventure, &  
Language study*  
South America / Europe  
2003
- Traveller**
- South America, Cuba, Canada, Europe
  - Started blogging.
  - Built & maintained own travel website (with Excel!)
  - Actively studied Spanish. Practice guitar

*Achievements / Learnings*

- Nearly fluent in Spanish through lessons and self study & immersion
- Maintained web competency (HTML, FTP, Blogging)
- Experience and appreciate foreign cultures

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## FORMAL EDUCATION

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<b>Graduate Diploma in Information Sciences</b> Massey University 1994-2000 (Extramural)	Database Management. Object Oriented Development. Business Information Systems. Business Process Re-engineering. Geographic Information Systems.
<b>Bachelor of Commerce</b> Auckland University 1986-88	Marketing, Management & Finance major. Accounting (Financial, Management). Economics. Finance / Financial Mathematics. Statistics. Market Research. Commercial Law. Consumer Behaviour. Business Computing. Management Information Systems. Business Analysis. Pascal programming.
<b>Schooling</b>	7 <sup>th</sup> Form (Year 13) - Takapuna Grammar School, Auckland. A Bursary. Year 10-12 – Toronto, Canada. Year 7-9 – London, UK Early – Takapuna/Devonport, Auckland.

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## PROFESSIONAL DEVELOPMENT, CONFERENCES, SEMINARS, OTHER ACHIEVEMENTS

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<i>PRINCE2 Certification</i>	Foundation and Practitioner training and certification exams for Projects IN Controlled Environments framework.	December 2010
<i>Myers-Briggs Type Indicator</i>	Online assessment and consultant follow-up for the MBTI Step II assessment and interpretation. My type indicator was ENTP.	November 2010
<i>CITCON</i> <i>Continuous Integration and testing (un)Conference</i> <a href="http://citconf.com">http://citconf.com</a>	Participant driven workshops I took part in covered test driven development , continuous integration and continuous deployment, extreme and pair programming, and the <i>Enterprise Continuous Integration Maturity Model</i> .	June 2010
<i>Drupal South</i>	Weekend conference on Drupal best practices, evolution, case-studies, integration options, project management, and the Drupal 7 roadmap.	February 2010
<i>Scrum Master certification</i>	Scrum Master training and certification – 2 days	August 2009
<i>GRIT</i>	Growth IT “Tech CEOs” programme led by Melissa Clark-Reynolds. Pricing, Strategy, Product/Service, Marketing, Value Proposition, Niche / Segmentation.	2007/08 6 Month programme
<i>Cable Car Challenge</i>	Entered <i>Hire Things</i> business into inaugural Wellington “Cable Car Challenge”. Of 300 business applicants was in 9 chosen to do “elevator pitch” presentation to judges (Sam Morgan, Rod Drury, Gowan Pickering, Dion Mortenson, Mark Dosser) going up the Cable Car. Runner-up.	July-Oct 2008
<i>The Business Centre</i>	A number of single and multiple evening sessions on: <ul style="list-style-type: none"> <li>▪ Sales &amp; Marketing</li> <li>▪ Investment Readiness &amp; Capital Raising</li> <li>▪ Website Trafficology &amp; Search Engine Optimization (SEO)</li> <li>▪ Business Essentials &amp; Planning</li> </ul>	2007/08
<i>Creative HQ Business Incubation Programme</i>	Pitched and gained entry into the Wellington Business Incubator to establish and grow Hire Things. Ongoing professional and CEO mentoring and training.	2006-2008 Business in Residence
<i>Technical Training</i>	SQL Windows, PowerBuilder, Cognos Reporting & Business Intelligence Microsoft Training (SQL Server, Web, Winforms)	1998 1999
	<i>Achieved Microsoft DBA certification for SQL7 (2001) and SQL2005 (2005)</i>	

<i>Business Analysis</i>	Business Analysis & Object Oriented Analysis 2 x 4 day training delivered by Software Education	1995, 1996
<i>Project Management Essentials</i>	Essentials of good project management, balancing the pressures of Time, Scope, and Resources.	1996. 3 days.
<i>Toast Masters</i>	Weekly public speaking and presentation practice Achieved Competent Toast Master certification	1993-1996
<i>BNI</i>	Represented Hire Things at weekly <i>Business Networking International</i> breakfast networking session. Involved rapid pitching and longer presentations.	2006/07
<i>Property Renovation Projects</i>	Project managed the complete redesign, gutt and internal rebuild of 3 properties. On budget, managed scope, supplier management.	1997, 2002 & 2010
<i>Self-learning &amp; readings</i>	Self study & upskilling via books, online training, CD-Rom training <i>Drupal, CSS, PHP, Flash, Ruby on Rails 3.0, GIMP, Agile Development</i>	Ongoing
	<i>Current/recent readings of note:</i>	
	<ul style="list-style-type: none"> <li>▪ Elements of User Experience – Jesse James Garrett</li> <li>▪ UML Demystified – Paul Kimmel</li> <li>▪ The Inmates are Running the Asylum – Alan Cooper</li> <li>▪ The One-Page Project Manager – Clark A. Campbell</li> <li>▪ Head First Software Development – Pitone and Miles</li> </ul>	

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## LANGUAGE PROFICIENCY

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<i>English:</i>	Written and Spoken:	Native
<i>Spanish:</i>	Written and Spoken:	Good.

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## INTERESTS, HOBBIES

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| <ul style="list-style-type: none"> <li>▪ Swimming (Ocean and pool)</li> <li>▪ Reading (business, tech, fiction, history)</li> <li>▪ Speaking Spanish – hope to learn Mandarin and Te Reo</li> </ul> | <ul style="list-style-type: none"> <li>▪ Maps, GPS, mobile technology</li> <li>▪ Sustainability, Eco design</li> <li>▪ Guitar, Harmonica, live music and festivals</li> </ul> |
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## REFERENCES

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<i>Melissa Clark-Reynolds</i>	Entrepreneur and CEO. Hire Things advisory board for 2007/08.	<a href="mailto:melissac@minimonos.com">melissac@minimonos.com</a>
<i>Malcolm Menzies</i>	Programme Manager – Accent Learning. Catalyst client.	<a href="mailto:malcolm.menzies@accent.ac.nz">malcolm.menzies@accent.ac.nz</a>
<i>Darryl Hamilton and Shoaib Ali</i>	Previous employees as Hire Things Developers. Darryl is now at Catalyst. Shoaib is at Dept. Internal Affairs.	<a href="mailto:darrylh@catalyst.net.nz">darrylh@catalyst.net.nz</a> <a href="mailto:email.shoaib@gmail.com">email.shoaib@gmail.com</a>
<i>Natalie Furgeson</i>	Web Designer / Owner, DecisiveFlow.com. Supplier.	<a href="mailto:natalie@decisiveflow.com">natalie@decisiveflow.com</a>

More referees and phone numbers available on request

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**APPENDIX: TECHNICAL SKILL MATRIX**


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<u>Skill</u>	<u>Experience</u>	<u>Years using</u>	<u>Proficiency</u>	<u>Last active use</u>	
<b>HTML</b>	Plenty	10	7	Present	
<b>CSS</b>	Enough	7	5	Present	
<b>Ruby on Rails</b>	Developed & support HireThings.com	4	7	Present	
<b>C#</b>	Intergen. ASP.Net, WinForms. Web Services. Services.	3	6	2006	
<b>ASP.Net</b>	Intergen, Early prototypes	2	6	2006	
<b>SQL</b> (SQL Server, MySQL)	DBA on projects for eCentric, Intergen, and Hire Things	9	8 (SQL Server certified professional)	Current	
<b>XML, XSD, XSLT</b>	eCargo web service (XML+XSLT). SAP SOA (XSD).	4	5	2006	
<b>Visio</b> (for specifications / processes)	Database/ERD planning and management. Processes, Wireframing, IxD	8	8	Current	
<b>Flash</b> (for prototyping)	Limited but learning and applying. Wireframe prototyping. Banner Ads.	<1	3	Current	
<b>Content Management Systems</b>	Drupal	2	6	Current	
	Joomla!	<1	4	2009	
	PHP	Ad-hoc / as required	1	3	Current
<b>Fireworks</b>	Mock ups. Logos. Graphics, Icons. Buttons. Diagrams.	5	6	Current	
<b>Photoshop</b>	Occasional use	2	4	Current	
<b>GIMP</b> (Open Source Graphics IImage Processor – like Photoshop/Fireworks)	Use as required for marking-up screenshots, mashing together mock-ups and editing icons	2	4	Current	
<b>Inkscape</b> (Open Source vector graphics editor - like Illustrator / Freehand)	Use as required for mock-ups and wireframes.	2	4	2008	
<b>Version Control</b>	GIT	2	4	Current	
	Subversions (SVN).	5	7	Current	
	Visual Source Safe / TFS.	7	6	2006	
<b>Feature &amp; Bug Tracking</b>	Unfuddle, TRAC, Basecamp, Bugzilla	6	7	Current	
<b>Project Management</b>	Basecamp, Unfuddle	5	8	Current	
	MS Project	3	6	2001	
<b>Office Suite</b>	Word. Excel. Power Point.	15	9 (incl. VBA)	Current	
<b>Online suite</b>	Google Docs. Wiki (Google Sites)	4	7	Current	
<b>Open Office suite</b>	All open office applications. Particularly fond of OO Draw & Impress for quick site-maps, wireframes, process flows and other modelling needs.	2	8	Current	
<b>Balsamiq Mockups</b>	Regular use for prototyping and wireframing sites or aspects of functionality and user interaction / flow	3	9	Current	
<b>Financials, Budgeting</b>	Account management	15	8	Current	
	QuickBooks	3	7	2007	
	Xero.	3	8	Current	
	Budgets, projections: Excel.	See Office	9	Current	
<b>Touch Typing</b>	True touch typing (~30-50 WPM)	Since school	7	Current	