

# DALE SHAW

📍 Auckland

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## Experience

I think the below shows some of the breadth that encompasses me but it is hard to easily state that, well, I have been just about everywhere in IT. I am not the best you will find in any one part of IT. I might be the best you can find that can cover the spectrum of things needed in a small team.

I can do component level design and repair of electronics, build software in anything from assembler upwards all the way to SQL and BI, build front ends, back ends, find out the requirements, teach the users, negotiate with the customers' IT (and teach them what is what), present at a conference, host a stand at a trade show, do the marketing, maintain the web site, write the contracts, price it, sign it and ... live with the consequences for many years to come.

That is what being self-employed is like in an IT environment.

My passion lies in solving problems ... dealing with users.

I love teaching in a classroom and I look forward to maybe returning there soon.

I love sitting with users and working through the best way to tackle their day-to-day issues - whether in terms of software or just better systems. I love designing and writing the solutions but just as much I like just being part of delivering the solution.

I am not looking to develop another product on my own. I would prefer to be the "experienced older hand" that sat in the background and guided a team that was building new stuff. I can provide that practical day-to-day stuff that universities can never teach. Helping establish what works in the real world.

My experience in journalism, advertising, marketing and watching the bills get paid each month add to my training, development, engineering and networking experience to make an all-rounder that is hard to find in the market. I'm not unique. However, I am a wee bit rare.

## Core Competencies

## Summary

**How do you write a CV for someone that has been self-employed for 30 years ?**

**How do you write a CV for someone that created a small application called SIGNZ over 23 years ago and has been working with that same application ever since ?**

**How do you explain a career that covers time from when computers had switches and blinking lights and paper tape ... right through until to now ?**

**Difficult CV to write.**

**The point is .. our current business is winding down and it is time to fill in a few days a week with something that is someone else's project. To be a cog in someone else's wheel.**

**Dale Shaw**

**MCT / MCSE / MCDBA / MCS D / CTT+ / CNI / MCNE**

<http://rent-a-dinosaur.com>

## SIGNZ

SIGNZ started out in 1995 as a small application for a New Zealand based billboard company.

Over the years the customer base grew to cover a diverse range of clients across Australia, NZ, Middle East and South Africa. SIGNZ grew to cover many different parts of our clients' businesses including:

- Managing inventory, bookings, contracts
- Client invoicing, paying suppliers, accounting systems integration
- Issuing instructions to installers, printers and other contractors
- Sales reporting, income and costs forecasting, performance reporting
- Interfaces to many digital display systems
- Proposals and pre-sales contact management
- Links to external CRM systems
- Mapping, proximity searches, GIS integration, document creation

The largest SIGNZ user today has 350+ staff across Australia and NZ, schedules over \$300M of bookings per year, 28,000 advertising locations. The company openly acknowledge that SIGNZ has been a critical part of the ten-fold increase in size of their business over the last 12 years.

Throughout the past 23 years I have been the chief designer, primary (and often, only) developer on all parts of the application from front-end to database. I was also the sales and marketing department, handled support and documentation.

Today SIGNZ is a Windows application using C# / .NET for the front end and middle-ware with a SQL Server database. The application has about 750 'screens', half a million lines of C#. The database has over 600 tables, 2,000+ stored procedures.

## Technological Proficiencies

Again, the "Jack-of-all-trades" applies a little.

I'm sure there are a zillion things in latest C# or SQL that I don't use. My philosophy is to be aware that they exist but sometimes I am just more comfortable with the same old reliable code I have always written.

Skill / Competency	Experience	Up-to-dated-ness	Comments
C#, VB.NET	4/5	3/5	I live in C# day-to-day but I <u>do</u>

## Gee, what is a Core Competency when you have run a small business?

Over the last 20+ years I have been:

- Front-end developer
- Back-end developer
- Database developer
- Trainer
- Designer
- Support
- BI / DW guy
- Sales and Marketing
- IT guy ... to us and our customers
- Assistant to our Finance team (the Mrs)
- Everything and anything else.

We have been a Mom-and-Pop software company for as long as I can remember.

We have had a wide variety of full-time and part-time staff over the years but ... mainly it has been just us.

### One project ... 23 years.

A few side projects along the way but for the past 15 years: pretty-much SIGNZ alone.

### Before this ... I was:

- A component-level repair technician
- An on-site mini-computer and mainframe engineer
- A network installer
- A software support manager
- A hardware / networking engineering manager
- A technical trainer (everything from Windows, AD, TCP/IP, SMS through to SQL, VB, C#, ASP)
- A product manager in communication sales
- A sales rep for a PC re-seller
- A monthly columnist and feature article writer for PC Magazine NZ and Network World NZ

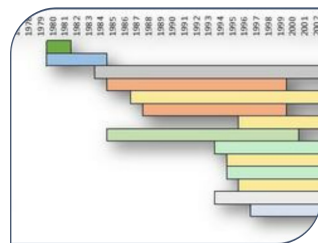
Obviously the wide range of careers and roles lent itself ideally to running our own company ... and I will continue to do so.

I am literally Jack-of-all-trades.

VB6				need to get in touch with some new features. I admit that I am a bit stuck-in-the-mud and don't immediately switch to every "cool" new feature when the "old" stuff just rolls off the fingertips.
SQL	5/5	4/5		A bit rusty but this all comes quite naturally. There are bound to be things in latest releases I am not 100% on. The plan is to brush up. I love SQL.
WinForms development	4/5	4/5		Strong Winforms design skills. No production experience with WPF, XAML or UWP.
Web GUI development	0/5	0/5		I am not a web developer. I can do the basics but this is not something I would pursue.
Web services	2/5	2/5		Lots of experience with older technologies like SOAP. Used many more modern services but never designed or implemented a last RESTful service.
Networking / IP / LAN / WAN	4/5	2/5		I have been involved with networking forever. The basics remain unchanged.
AD / Windows	4/5	2/5		Started with Windows networking before they invented Active Directory. Started teaching AD in 2000. Good background. Out of touch, maybe, (because I am primarily a developer). No Azure integration experience (yet).
Data warehousing	2/5	2/5		Have developed some decent DW solutions and provided the basis for some very strong reporting systems. Yep, need a refresher on what-is-hot-today but fully understand the needs and end-user requirements for good DW.
Power BI, Qlikview and other analytical tools	1/5	0/5		Just going through a refresher. Reporting is my strongest point. Just never had a live project requiring Power BI.
Azure - General	3/5	3/5		All reporting front-ends in SIGNZ are custom-built. I can do it all but I am sure there are lots of details I to discover. No production servers.
Azure - SQL	3/5	3/5		I can do it all but I am sure there are lots of details I need to discover. No production DBs.
App dev -	0/5	0/5		Limited to Xamarin and for

IOS / Android Windows UWP	0/5	0/5	play only so far. No production apps. It is .NET, right? But no production apps yet but this is a big focus for my immediate future.
Git, Bitbucket, TFS	3/5	3/5	I use Git every day. I understand it well via a GUI. Command line Git? Never looked at it.  Very interested in getting into MS tools in a bigger way as recently it has all been Atlassian.
JIRA, Agile, Scrums, KanBan	2/5	2/5	No formal training. Very little proper team interaction. Understand the principals but most of my development work has been in very small teams.  Very interested in getting into MS tools in a bigger way as recently it has all been Atlassian.
Digital Content Delivery	4/5	4/5	Lots of experience with administration and integration development for Broadsign and others.

## Portfolio



My career path