

Crows Nest,
New South Wales, Australia

mobile +61 421 706 898
e-mail: daniel(AT)nexle(DOT)dk

Daniel Iversen

Mission

Daniel is a lead architect, account executive and engagement/project manager with a strong commercial as well as technical competency. His main area of expertise is J2EE development projects in the areas of Web Content Management (WCM) and Web Experience/Engagement Management (WEM) software.

He develops his commercial and technical standards by striving to keep his career on the cutting edge of technology and business trends, working with leading companies in different industries.



Current Status

After working hard with the start-up Future Tense Solutions for 4 years (implementing the country's second largest entertainment portal CitySearch and devising the architecture for Hutchison Telecom's "3" next generation mobile web platform), the company was sold to FatWire Software. At FatWire, Daniel is a senior executive, leading presales, architecture and services in the ANZ region.

With FatWire, Daniel has just recently completed one of the world's largest WCMS projects for News Corp subsidiary News Limited as architect and engagement manager. The project delivers an integrated WCMS platform for all of News Corp's Australian mastheads (incl. The Australian, Herald Sun and Daily Telegraph) and the major online news portal news.com.au. His is also working closely with leading financial and telecommunications companies on creating and maintaining leading web implementations.

Further details on Daniel Iversen at FatWire Software can be found under the "Careers" section below.

Languages, Residence and Location

For the last 2 years Daniel, his wife Rebekah and their two early school age boys have lived in Sydney (Australia). Prior to that, they lived in Melbourne (Australia).

Daniel speaks Danish, English and German fluently and is a permanent resident of Australia with Danish citizenship.

Career

1998-1999 FocusData Denmark

Beginning Business @ start-up company FocusData

During his studies at Aabenraa Business College, Daniel worked as technical manager of an Internet Services department at a local 10-people start-up company, FocusData. The department developed, sold and serviced different dynamic Internet- and Intranet solutions (Order Repair Tracking, Technical Communities and more.). Daniel faced many management and technical challenges at FocusData that helped develop the skills he uses today.

1999 The KiJaKa Group Denmark

Increasing business efficacy with The KiJaKa GroupProject

Following his studies, Daniel contracted himself to The KiJaKa Group, which was an international retail corporation and one of Scandinavia's largest distributors of mobile phones and telefaxes. At KiJaKa, Daniel worked as system architect, creating and deploying a large-scale Intranet infrastructure.

1999-2000 Open Market Inc. The Netherlands

Spotting opportunities at CMS vendor Open Market, Inc.

After 6 months at KiJaKa of analysis, creation, deployment and testing the KiJaKa Intranet, Daniel relocated to The Netherlands to take up a position at the American Internet software company Open Market, Inc. Open Market was creating J2EE content-centric eBusiness applications (CMS)

For many months, Daniel travelled around Europe and Africa, integrating and teaching the Open Market product platform to the company's Business Partners. This was an adventure that extensively enhanced Daniels technical skills, his way of solving complex business needs, -working under changing environments and the way he was creating- and applying to time- and project plans.

2000-2001 Open Market Inc. The Netherlands

Evangelising and teaching Content Management with Open Market

The last year before moving to Australia, Daniel worked as Technology Officer in the International Research and Development Team at Open Market. His responsibilities were, among others, to provide the European and Asian operations with technological, architectural and product assistance and to introduce new technologies to the Dutch and northern European customers and business partners.

2001-2003 divine, inc. The Netherlands / Australia

Creating Extended Enterprises with divine

In 2001, Open Market was bought by the American software-company divine, inc. (together with 20+ other dot com businesses). The idea of this new company was to offer complete solutions for corporations to enhance interaction and collaboration efforts with customers and partners and create the “Extended Enterprise”. Daniel was still involved with the Content Management software from old Open Market. He relocated with his wife to Australia where he then helped grow the local divine office.

2003-2008 Future Tense Solutions Australia

Future Tense Solutions – “The Future of Business”

During the beginning of 2003, divine, inc. and its German holding company (controlling divine Australia) got into serious financial trouble due to the purchase of RoweCom (divine Australia was running a solid business however).

The two executive directors of divine Australia and Daniel then obtained the exclusive rights to sell and support the Content Server Enterprise WCM platform throughout Australia and New Zealand. They created a privately held company Future Tense Solutions Pty Ltd which would specialise in Enterprise Web Content Management consulting.

The company operated successfully for over 4 years with presence in the 3 major states of Australia, implementing innovative websites for leading companies within the retail, finance and entertainment industries. Daniel was lead architect and engagement manager on most of the implementations, spending much time travelling in and around Sydney and Melbourne, working with the different partners and clients.

2008-present FatWire Software Australia

Web Experience Management with FatWire

In late 2008, FatWire Software acquired Future Tense Solutions. Daniel Iversen currently works with FatWire, continuing the success where Future Tense Solutions left off, delivering Web Experience Management (WEM) solutions to companies throughout Australia with his team of consultants and through a strong implementation partner network.

Daniel has multiple responsibilities within FatWire Software, he is responsible for running the company’s services business in the ANZ region and has a growing team of employees reporting to him. He is also acting as the lead architect in the APAC region and is involved in numerous web implementations in the news and media, telecommunications and financial space. Finally, Daniel is also involved in software sales where he is leading the company’s presales efforts locally.

Skills

Over the last decade, Daniel has been involved with many areas of Information Technology. His skills range on a large scale that crosses a variety of technical and business aspects. Following are highlights of the areas in which he has a full understanding and extensive experience:

PROJECT-BASED MANAGEMENT

Areas: Planning, execution and review of Cost, Quality, Time, Risk and Resources.

Processes/Methodologies: PRINCE2, PMBOK, Proxicom Process, Open Market Project Methodology, Has experience with agile (mostly SCRUM) as well as traditional methodologies.

Tools: Experience with Microsoft Project, PowerPoint, Keynote, Office and various other tools.

GENERAL MANAGEMENT

Contract negotiations, budgeting, tendering (responding), interviewing, recruiting, HR, team leading/building, P&L.

ARCHITECTURAL

UML, object-oriented analysis and design, development models (waterfall, worldpool, prototyping, agile), Technical writing.

IMPLEMENTATION (DEVELOPMENT, CONFIGURATION)

- Java programming, some PHP, UNIX shell scripting (bash)
- Databases (Oracle, MSSQL, Sybase, DB2)
- J2EE App Servers (Sun, Caucho Resin, BEA (now Oracle) Weblogic, IBM WebSphere, Apache Tomcat)
- Web Servers (Sun, Apache, MS IIS)
- Web Scripting+Markup (XML, XML Schema, DTD, XSL, HTML incl some HTML5, CSS, CFML, AJAX, JavaScript)
- Web Content Management incl. Blogs (FatWire Content Server, OpenCMS, WordPress)
- Operating Systems (DOS, Windows incl Windows Server, Solaris, Linux – Red Hat mainly)
- Networking (routing, load balancing, Ethernet, wireless)

OTHER SKILLS

Performance:

- Performance and load/stress testing of web applications using Jakarta JMeter from Apache.

Understanding, passion and varying degree of practical experience with broader concepts and technologies:

- Web 2.0 / Social Computing
- “Cloud Computing” (e.g. Amazon EC2)
- Search Engines and Search Engine Optimization and Marketing (SEO & SEM)
- Early thoughts on Web 3.0 and the semantic opportunities on the Internet
- Scalable and high performance computing
- Much more..

**Official
Courses Taken**

- Java programming at Sun Netherlands
- Advanced WebSphere Administration at IBM UK
- Open Market architect courses at Open Market U.S.
- Project Management training at The Open Market International Education Center, Holland
- Currently undertaking an MBA at the Southern Cross University

**Contact
Information**

If you wish to contact Daniel Iversen, his details are as follows;

Daniel Iversen
Crows Nest, NSW 2065
Australia

Email: daniel(AT)nexle(DOT)dk
Mobile Phone: +61 421 706-898
Facsimile: +61 2 9439-6437
Skype: daniel_iversen
ABN: 51.993.193.726

**Social
Professional
Contact
Information**

LinkedIn – <http://au.linkedin.com/in/danieliversen>

Twitter – http://twitter.com/daniel_iversen

Naymz – http://www.naymz.com/daniel_iversen_1982794

