

Jeffrey J. Long

Livonia, MI 48152
(248) 914-0407
Jeffrey.J.Long@gmail.com
<https://www.jeffrey-long.com>

Professional Profile

I am a self-starter who is passionate about technology and driven to create things and outcomes. I apply innovative thoughts, consistent leadership, and broad business experience to deliver valuable IT solutions. I have a proven record of leading teams in the design, construction, and roll-out of new IT systems to connect strategic business goals, improve quality, and drive out costs.

- 20+ years of experience in creating infrastructure and application architectures that meet end-user requirements and conform to Enterprise Architecture standards and principles
- Experienced in establishing IT Architecture governance; 4 years tenure as HAP's Architecture Review Board (ARB) chairman
- Established programs to create and publish enterprise technology standards, position papers, architecture decisions, reference architectures, IT roadmaps, and enterprise system context diagrams
- Executive Director of a Solution Architecture service responsible for creating and owning architecture deliverables for IT infrastructure projects and technology integrations; Executive sponsor of a Technology Review Board which formally reviewed solution designs
- Adept at preparing technical documents and diagrams, authoring integration specifications, technical standards, decision documents, white papers, and end-user documentation
- Adaptable to quickly gain knowledge of a company's total computing, network and data environment including major roles, daily operations, and organizational responsibilities
- Routinely researches, prepares, and presents presentations to IT project teams, management, and executive leadership on the impact of new technology and market trends
- Able to engage in discussions with technical SMEs to translate infrastructure concerns to application developers, and application development concerns to infrastructure technicians

Professional Experience

Mercedes-Benz Financial Services

Mercedes-Benz Financial Services USA LLC is a leading, captive financial services provider within Daimler Mobility AG responsible for financing Mercedes-Benz vehicle purchases and leases.

Solutions Architect

- Lead Architect of a "Notifications" platform which sends email and SMS text correspondence to customers by way of Salesforce Marketing Cloud (SFMC) in a manner which honors customer communication preferences.

Education

- Bachelor of Science (B.S.) in *Computer and Information Science (CIS)*, with distinction from The University of Michigan - Dearborn

Certifications

- *The Open Group™* Certified Master IT Architect
- IBM Certified Professional IT Architect
- Scaled Agile Framework (SAFe) Certified Agilist
- ITIL IT Service Management Foundation

Gallup StrengthsFinder Top 5 Strengths

- Responsibility
- Analytical
- Harmony
- Relator
- Adaptability

Open Source Projects

- *Excel to Graphviz* (Inventor/Author)
<http://goo.gl/T4FW3r>

7/2018-Present

- Established a queued, gateway web service interface in “hands-on” fashion built using SFMC REST APIs, Java 8, Spring Boot 1.3, and Angular 8 technologies to expose SFMC email and SMS text messaging capabilities to legacy systems through an Enterprise Service Bus.
- Led architecture/design discussions regarding the SFMC environment with Enterprise Architecture organization. Led cloud risk assessment of SFMC technology stack to identify risks and recommend/implement risk mitigation measures.
- Coached the MBFS Enterprise Architecture organization on best practices for publishing technical standards and conducting design reviews. Established standards within the MBFS Digital Solutions Center for endorsed technologies, product roadmaps, and enterprise context diagrams.

Health Alliance Plan (HAP)

10/2013-6/2018

HAP is a 1,300-employee subsidiary of the Henry Ford Health System which provides health insurance coverage to over 500,000 individuals in Southeast Michigan.

IT Director/Enterprise Architect

- Accountable for the direction, performance, and ongoing health of HAP’s Information Technology standards, solution architectures, and service strategy.
 - IT Director responsible for IT Operations disciplines of Solutions Architecture, Database Administration, IT Service Management, IT Help Desk, and Security Access Management.
 - Enterprise Architect responsible for driving architectural initiatives which facilitate the reuse of ideas, components, services, and proven patterns across IT solutions
- Established the Solution Architecture service offering, trained/coached Solution Architects in architecture techniques, and standardized architecture templates and deliverables.
- Established Architecture Review Board governance to ensure all new technology designs and IT purchases align with HAP’s IT standards, policies, and strategic direction.
- Rationalized infrastructure technologies and established HAP’s IT Standards Handbook published for over 4 years on a quarterly basis with CIO signoff. Document format and publishing process subsequently adopted by HAP’s parent, the Henry Ford Health System.
- Drove increased SLA attainment by publishing executive dashboards tracking incident management, provisioning, database availability, and customer satisfaction metrics.
- Improved gathering of infrastructure requirements by enhancing the SDLC process with detailed templates for capturing Non-Functional Requirements (NFRs).
- Improved impact analysis capabilities by creating a visual EA model of HAP’s applications, databases, application ownership, IT teams, and the relationships between each object.

IBM Global Services

10/1995-9/2013

IBM Global Services is the professional services arm of IBM, made up of business, technology and industry experts who apply advanced technology and help clients design, build, and run businesses.

Consulting Senior IT Architect

- Architected pre-sales Solution Architecture infrastructure proposals for Ally Financial. Authored Technical Solution Definition documents, estimated labor effort, and participated in the Ally’s Solution Architecture governance reviews.
- Infrastructure Enterprise Architect at General Motors for 5+ years.

- Applied engineering concepts of Product Lifecycle Management (PLM) to the domain of IT infrastructure provisioning and management utilizing Aras Innovator open-source PLM software.
- Created a comprehensive component model of GM's IT infrastructure architecture providing a visual, enterprise-wide perspective of the end-to-end infrastructure.
- Led a team to analyze GM's ITIL problem records to determine systemic architectural causes behind incidents and provide recommendations to reduce future incidents.
- Constructed Oracle database server instances in Amazon Cloud (EC2) to build proficiency to deliver a briefing to GM executives on cloud-computing capabilities and pitfalls.
- Decreased application delivery to production deployment time by 25% for Chrysler's B2C web site applications by standardizing the delivery and assembly mechanism used by offshore agencies contracted to develop the Java applications.
- Authored B2C application development and infrastructure standards, acted as a liaison between Chrysler's Sales and Marketing organization and development vendors, defined the IBM WebSphere application server infrastructure runtime strategies, and defined infrastructure technology replacement and migration strategies.

Electronic Data Systems (EDS)

11/1983-10/1995

EDS was an American multinational information technology equipment and services company founded by H. Ross Perot in 1962, acquired by GM in 1984, and sold to Hewlett-Packard (HP) in 2008.

Senior Systems Engineer

- Led the software development of a demonstration imaging system capable of storing the US Army's personnel records. \$40 million contract awarded to EDS post-demo.
- Supervised the team responsible for the software change control, compilation, integration testing, and distribution of GM's 25,000 module mainframe CAD/CAM system. I installed the CAD/CAM system unassisted on-site at the GM of Brazil tech center in Sao Paulo, Brazil.