

JEOF OYSTER

Denver, CO • 917-239-4719 • jeof@jeof.net

DIRECTOR - DEVELOPER RELATIONS

Passionate technology leader with 13 years experience in development, online strategies, and digital marketing. Known for a unique ability to bridge gap between business and technology through clear communications, team leadership, and strategic planning. Confidently builds and maintains production relationships with diverse clients, executing complex and effective technical, branding, and strategic initiatives. Excited about emerging field of developer relations, collaborative innovation, and driving creativity through API platforms. Core competencies:

- API & Developer Relations Programs
- Information Architecture
- User Experience Design
- Interactive Experiences
- Web & Mobile Technologies and Development
- Cross-functional Team Management
- Content Development
- Product Management
- Digital & Email Marketing and Analytics
- Training & Workshop Development
- Online Brand Management

Career History

Pearson • Colorado • pdn.pearson.com

2012-Present

World's leading education company, transitioning into a digital EdTech focus.

Manager, Developer Services: Built the support and services organization for Pearson's principal developer relations program. Implemented process and tools to quickly monitor and respond to API consumers' needs, developed training programs and documentation, co-coordinated self-service portal redevelopment, expanded personnel and extended the reach to efficiently manage support for all Pearson APIs across multiple business units. Trusted to represent Pearson and cultivate key multimillion dollar client relationships.

- Operationalized developer relations to support \$20M worth of existing LearningStudio relationship revenue.
- Created framework for developer relations that will extend across multiple API products and business and created vision + business plan for 2014-2016.
- Provided in-depth training, sales engineering, and customer relationship management for key clients including Bridgepoint Education, EDMC, DeVry University, National University, ASU Online, North Arizona University, Ohio State University, and others.
- Built relationships with third parties through consulting on best practices for use of our APIs.
- Established organizational expertise in the Apigee API management services, helping ease adoption of the platform for API teams.

The Mighty Ants • Colorado • themightyants.com

2008-2012

Independent agency specializing in interactive technology and creative communications services.

Managing Director/Partner: Founded and manage practice, providing service to small, medium, and specialized organizations such as nonprofits, electric utilities, public advocacy, etc. Offer experience in multiple sectors, including B2B, B2C, energy, nonprofit, life sciences, public advocacy, and financial services. Design and execute highly complex technology projects involving information architecture and web strategy, mobile/iOS applications, web application development, digital marketing, content creation, branding, social media, communications strategy, print layout and advertising, and interactive experiences. YOY Revenue increase of 30%.

- Drove development of multiple multimillion-dollar experience centers for Texas' largest utility, Oncor; enabled company to roll out rate increase without negative reception from customers.
 - Oversaw creation of interactive experience, including touch screens, experiential learning, video and motion graphics production, and digital signage.

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Managing Director (continued):

- Enabled life sciences client to increase sales within first 6 weeks by expanding recognition via branding strategy and website development.
- Helped several clients bring new digital products to market, leading to strong sector and press recognition.
- Developed strategic plan, information architecture, wireframes, and RFP for nation's largest educational internship nonprofit, The Washington Center. Led to launch of massive website and digital identity overhaul.
- 2009 Standard of Excellence Web Award for VocabSushi.com.

FD (FTI Consulting) • New York

2007-2008

Strategic communications firm focusing on financial services and Fortune 500 firms; FD is part of multinational consulting firm FTI Consulting.

Vice President, Interactive: Developed and led consulting business within design & marketing group. Directed technology operations. Managed projects for diverse clients, including Diageo, Sesame Workshop, LPL Financial, Sprint Nextel, Integra Telecom, Enron Creditors, and others; captured new business and maintained client relationships. Subject matter expert in best practices for interactive trends and digital marketing, strategic planning, user experience design, custom software development, crisis communications, and investor relations. Co-managed design & marketing group. Matrix managed team of 5.

- Built interactive practice from ground up to several hundred thousand dollars within 1 year.
- Played key assisting role in system and personnel transition during acquisition of interactive marketing firm.
- Expertly managed numerous crisis and special situations communications strategies supporting companies during major business challenges as well as mergers & acquisitions.

Interactive Data Managed Solutions • New York

2006-2007

Developer of portals and financial content solutions for financial services industry.

Senior Developer; US Product Management Lead: Championed launch of various financial content projects for such clients as Comcast.net, Conde Nast Portfolio, Zecco, ABCNews.com, Business Week, Hoovers, New York Stock Exchange, Philadelphia Stock Exchange, Chicago Board of Options Exchange, and others. Led and mentored programmers and project management staff. Collaborated with international offices to adapt European product set to US market; delivered product expertise to technology and sales personnel companywide. Designated as subject matter and product expert for sales engineering and pre-sales for business development. Mentored and supported development team which grew from 3 to 10 resources.

- Led development of 2 versions of Comcast.net's customer finance portal, including user experience design, market data retrieval, manipulation and reporting, personalized financial portfolios, and consumer-friendly strategy tools.
- Directed similar project to Comcast initiative for such companies as ABCNews.com, Zecco, Conde Nast Portfolio, etc.
- Performed as Lead Sales Engineer and helped win New York Stock Exchange project valued at \$300K-\$500K by conducting sales engineering.

Headway Corporate Resources • New York

2005-2006

Staffing firm with 7 offices nationwide and offices in Canada.

Website Architect; Corporate Trainer: Drove day-to-day operations of corporate web properties, including strategically targeting audiences, micro-sites, and white-labeled portals for clients. Crafted mission-critical web applications for clients and candidates with various levels of aptitude. Facilitated corporate training for new CRM software deployed across 7 offices companywide.

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Top Flight Leadership • California

2001-2004

Nonprofit leadership development organization for high school and college students.

Lead Technology Specialist; EuroTrain Program Manager: Oversaw technology strategy and development of organization, including website, e-commerce, digital marketing, and special projects. Established companies technical backbone (website, e-commerce, digital marketing). Orchestrated flagship international training experience, EuroTrain, and managed the annual on-the-road video and student blog eJournal; boosted attendance by 25% each year.

Education, Speaking Engagements, and Publications

Bachelor of Science, Web & Information Technology: Azusa Pacific University

Recent Speaking Engagements “Building Trust Through Developer Support” — Developer Relations Conference 2014
“Supporting APIs through Developer Services” — Pearson Tech Summit 2013
“Intro to Creative App Development” — DeVry University 2013

phplarchitect Articles “Flexing PHP”; “What the Hiring Manager’s Thinking”; “Innovation On-Demand”;
2007-2008 “Playing Nice With Google”

Key Technical Expertise

Apigee, APIs, REST, PHP5, Web Application Architecture, JavaScript, CSS3, HTML5, jQuery, Symfony 1.x & 2.x, Linux, Apache, HTTP, MySQL, XML, XSL-T, Schemas, RSS, Google AdWords, Google Analytics, Adobe Air & ActionScript, Adobe Creative Suite, iOS/Objective-C, WordPress/Drupal/Joomla, PhoneGap/Cordova, Subversion/Git