

## SENIOR SOFTWARE DEVELOPER / PROJECT MANAGER

SOFTWARE DESIGN & DEVELOPMENT | TECHNICAL LEADERSHIP | INNOVATIVE SOLUTIONS | PROJECT MANAGEMENT

- Innovative Software Developer and Technical Leader eager to leverage of experience and expertise spanning product development and software innovations. Leads and implements system-wide improvements to increase scalability, efficiency, and maintainability.
- Excels at leading teams, collaborating across departments, managing projects, and providing innovative solutions. Designed and led customer-facing projects synthesizing business needs into actionable requirements. Deep experience with Agile & Scrum.
- Excels at revamping legacy applications and automating performance to minimize downtime. Adept with technical design and implementation while aligning stakeholders. Proactive, continuous learner, currently owning three related patents.

### EXPERTISE

Software Development	Mobile Applications	Customer Experience	Product/Project Management	Mentoring & Training
Data, Metrics & Tracking	Salesforce Strategies	Application Design	Software Development Life Cycle	Agile & Scrum
Performance Optimization	Cloud Management	Requirements Analysis	Build Process & Workflows	Business Growth

### CAREER PROGRESSION

*Independent iOS App Developer, Centrasoft.com* | Jan 2025 – Present

*After a successful 10-year tenure at Salesforce, I took the opportunity to focus on independent app development, sharpening my skills in SwiftUI, modern iOS architecture, and expanding into Android with Kotlin and Jetpack Compose.*

- **Heard It All** – cross-platform music app available on iOS and Android, apps links can be found at <https://www.centrasoft.com>
- **What Year Was It?** - A SwiftUI-based trivia game that challenges players to match historical events, pop culture moments, sports milestones, and more with their correct year.

*Principal Member of the Technical Staff, Salesforce* | Oct 2014 – Dec 2024

*Founder and creator of the Salesforce Mobile Publisher product – holder of the three patents awarded. Mobile Publisher delivers thousands of custom mobile applications for Salesforce customers annually. Led the DevOps Engineering team since inception while integrating code design, writing, testing and architecture for all facets of the program.*

- The multiple technologies expertly utilized include Swift, Objective-C, Java, Apex, SOQL, CI/CD, Jenkins, Web Services, Selenium, Python, Splunk, Tableau (full details of job accomplishments available on LinkedIn).
- Transformed the Salesforce Mobile Publishing platform (iOS & Android), leading to three awarded patents and exponential growth with over 100 contributors, resulting in a program outputting 30+ million in Annual Contract Value and 1000+ delivered apps.
- Implemented 1Password manager flow for Salesforce iOS app, resulting in 4.5 star rating from 1000s of satisfied customers.
- Revamped DevOps team as interim manager during manager's maternity leave, boosting productivity by 30% and implementing multiple efficiency-boosting utilities, reducing customer cost-to-serve.

*Principal Member of the Technical Staff, AT&T* | May 2011 – Oct 2014

*Key role providing ongoing enhancements and solutions the U-verse, DirecTV for iPhone, iPad and Android.*

- Successfully managed outsourced portion of the U-Verse/DirecTV, iOS mobile applications receiving praise from management for delivering ahead of schedule with outstanding reviews in the App Store.
- Revamped outdated source control methodology to Git, resulting in a 65% increase in team productivity and successful implementation of code check and reviews for the first time in department history.

*Software Engineer, Nielsen Media Research* | Oct 2010 – May 2011

*Worked closely with the Engineering Research & Development department on iPhone, iPad and Android applications.*

- Expertly ported Android sound library to iOS, utilizing jailbreaking iOS techniques, resulting in a secure and market-ready delivery by the engineering team.
- Successfully delivered a port of the library with appropriate security measures to ensure viability in the market place.

### RELEVANT TECHNICAL SKILLS

- ✓ Swift, SwiftUI, Java, Python, CI/CD, SQL, SOQL, Apex, C#, PSQL, Objective-C, PyQt, ASP.NET, Selenium, Splunk, iOS, Android, Jetpack Compose, Windows, Salesforce, MS SQL Server, Oracle, Informix, Access, Visual Basic, HTML, CSS, JavaScript, XML, JSON

### EDUCATION

*Bachelor of Science in Computer Science Engineering*, University of Pennsylvania

### PORTFOLIO LINKS

GitHub: <https://github.com/bsimmons01>

LinkedIn: <https://www.linkedin.com/in/bsimmons01/>