

Michael Pierce

Manager, Technical Publisher Operations

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Summary

I have a strong background in defining, planning, and implementing business objectives, especially on “never-been-done” projects.

I am an accomplished software developer, with experience in web development using many types of software and I'm proficient in using project planning software for estimation and communication.

I like working with teams that utilize my hands-on technical skills as well as my experience in project management and quality-engineering.

Specialties:

APPLICATIONS: Operative One, Freewheel, DFP, Rubicon, Krux, MOAT

FRAMEWORKS: Drupal and WordPress

DATABASES: MariaDB/MySQL, Oracle, PostgreSQL, MSSQL

OS: RHEL, Fedora, CentOS, Ubuntu,

SCM: CVS, SVN, Git

Software technologies: HTML5, CSS, JS, AngularJS, PHP, BASH, XSLT/ XML,

Love: Video and Audio Production

I am command-line adept.

Experience

Manager, Technical Publisher Operations at Turner (Turner Broadcasting System, Inc)

July 2016 - Present (1 month)

Manager for Team responsible for technical implementation of digital advertising environment for Turner Sports portfolio including NBA, NASCAR, PGA, NCAA, ELEAGUE, and MLB. This technical team implements advertising solutions for live streaming, video-on-demand, mobile applications, responsive web applications, and connected devices by working with Publishers and Turner Technical Teams to bring high value to Advertisers and a superior user experience for the Fans.

Technical Product Manager at Turner Broadcasting System

May 2014 - July 2016 (2 years 3 months)

Responsible for technical implementation of digital advertising environment for NASCAR account, which includes display and video ad server implementation across desktop, mobile web, and mobile app products. This position works with NASCAR and Turner business and technical teams to implement Advertising campaigns that bring high value to Advertisers, while supporting a superior user experience for the fans.

Significant Accomplishments

- Transitioned Desktop/Mobile Web products from legacy ad servers to DFPP
- Supported Re-design of NASCAR Mobile App, which introduced new sponsorship opportunities
- Helped improve video ad delivery in video players, later expanded to syndication sites.
- Supported the introduction of RTB sales via private and public exchanges.
- Supported the introduction of Data Management platform for Audience segmentation

Systems Engineer at Turner Broadcasting

June 2013 - May 2014 (1 year)

Systems Engineering position to provide solutions for digital advertising. Work in conjunction with Sales, Strategic Planning, Ad Ops, Quality Assurance, and various Turner brands to provide technical implementation of digital, mobile, and video ad serving techniques that meet or exceed the expectations of Advertisers and Advertising Agencies

Significant Accomplishments

- Expert knowledge of Ad Serving applications and current HTML, CSS3, Javascript technologies
- Developed automated system based on Selenium to monitor implementations
- Provided support for Digital Advertising component of NCAA March Madness 2013
- Provide stewardship/troubleshooting for ad delivery across assigned properties
- Appointed Implementation Prime for NASCAR.com digital advertising

Software Developer - Digital Ads at Randstad Technologies US

November 2012 - May 2013 (7 months)

Contract position to provide technical implementation support for digital, mobile and video ad serving. Perform analysis, support, training, reporting, testing, and project management across multiple, complex system implementations with custom and third-party applications.

Significant Accomplishments

- Provide development/management of new and existing ad units
- Utilize Solbright, Dart Enterprise (DE), and Freewheel to serve ads
- Provide stewardship/troubleshooting for ad delivery across assigned properties

Sr Web Developer at Randstad Technologies US

May 2012 - October 2012 (6 months)

Web Development contract position to provide support and feature development for www.nba.com and 30 NBA teams based on Drupal CMS, using Agile development techniques.

Significant Accomplishments

- Daily Break/Fix support for NBA teams using a Drupal multi-site deployment
- Migration of teams from legacy CMS system to Drupal
- Provide features and modules for NBA teams to support their marketing and customer loyalty efforts (Top Story Slider, Featured Video, Menu Ad Blocks)
- Participation in development of User Stories for requirements gathering and Daily Scrum to maintain focus and velocity
- Use of Atlassian Tools (JIRA, Confluence, Fisheye) for Software Development Documentation and Collaboration

Sr Software Engineer at Beeline

December 2011 - June 2012 (7 months)

Responsible for feature development and operational support of custom application based on Adobe Flex, PHP, and ORACLE DB

Significant Accomplishments:

- Feature development to support Project Management Organization
- Operational support for clients in the US, Canada, and Europe

Infrastructure Project Manager, GENBAND Divestiture at Nortel Networks

July 2009 - September 2011 (2 years 3 months)

Responsible for infrastructure integration to support transfer of CVAS business applications to GENBAND IT. Responsible for defining requirements and developing plans for Voice, WAN, LAN, Server, Desktop infrastructure, and Help Desks. Worked with Operations teams to establish requirements to maintain availability and security standards, including licensing Helped develop documentation, processes and tools with Nortel PMO for managing Transition Work Orders.

Significant Accomplishments:

- Delivered Integration of Nortel/Genband divestiture on time.
- Linked NT/GB networks using BGP and BPN; Established Server/Storage Staging area to support Business and R&D Application cloning
- Established dashboard to monitor workflows to ensure compliance to Transition Services Agreement
- Web application to manage work order data collection, including 3rd Party RFQs, PO, and Invoicing process.
- Served as backup Project Manager for ERICSSON Divestiture.

Sr Project Manager at Nortel Networks

March 2006 - July 2009 (3 years 5 months)

Program manager for project portfolio in emerging technologies. Responsible for tracking and reporting progress of projects from idea to solution delivery. Responsible for mapping individual technical projects to business process solutions. Assists senior leadership in efficient allocation of resources – both people and equipment.

Significant Accomplishments:

- * Transformed Technology roadmap process from static bi-annual event to a dynamic way of managing IT infrastructure
- * Developed web-based application to develop process, track and report progress on achieving roadmap goals
- * Provided project management mentoring for 176+ members of Global Computing Services

Project Manager at CSC

September 2001 - March 2006 (4 years 7 months)

Multi-site Project Manager for managing IS infrastructure projects in support of the Nortel Networks account. Interface with clients at VP/Director level to define project scope and goals. Responsible for scope definition, cost proposal, schedule, resource obtainment and execution. Responsible for vendor management and activities to ensure client satisfaction. High usage of Microsoft Project for schedule, resource planning, and reporting.

Significant Accomplishments:

- * Provided project management leadership to develop and deploy the first fully supported desktop image based on Red Hat Linux, reducing hardware and maintenance costs by 60%.
- * Responsible for global workstation refresh of Unix workstations on SUN and HP operating system in US, Canadian, European, Asia-Pac, and Latin American sites.
- * Provided project management to implement infrastructure optimizations in eastern U.S. facilities saving \$2.7M annually.
- * Onsite and Remote leadership of employees and contractors at 50 sites over 38 cities in 18 states.

IT Manager at Nortel

February 1997 - September 2001 (4 years 8 months)

Responsible for program and project management of \$5.1M computing environment budget for business operations and product development communities. End-to-end responsibility for design application support tools, desktop technical support, and server operations on mixed platform of HP-Unix, Solaris, Windows NT, with local area networking using TCP/IP protocol. Leadership responsibility for a culturally and technically

diverse team of 14, utilizing team-directed strategies to enhance performance and develop team leadership skills.

Significant Accomplishments:

* Implemented new SW design environment tools in areas of requirements mgmt, OO design and development, configuration mgmt, and testing to speed time-to-market of new product development.

* Established project management process using MS-Project 98/2000 to establish budgets, monitor/control status, and communicate progress across line functions using the intranet.

* Significantly reduced infrastructure/data duplication using new architecture and technologies allowing 15% budget reduction.

Skills & Expertise

Microsoft SQL Server

Unix

Agile Methodologies

Software Development

C#

MySQL

QoS

C++

TCP/IP

Scrum

Solution Development

Performance Tuning

UML

Microsoft Technologies

Outsourcing

Vendor Management

Servers

Oracle

PHP

Red Hat Linux

ITIL

Online Advertising

Drupal

Oracle SQL

Fedora

XSLT

MS Project

Adobe Creative Suite

Tortoise SVN

Bash
Flash Builder
Freewheel
DFP
Integration
Solaris
Telecommunications

Education

Mercer University - Stetson School of Business and Economics

Computer Science, 2003 - 2004

The University of Georgia

Statistics, 1990 - 1991

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1 person has recommended Michael

"I worked with Mike at Nortel Networks. We worked in the same department as Quality Engineers. At the time we were rolling out a new product line. Without Mike the job would have been impossible to complete. Mike is the most driven and intelligent person I have ever met. You give he a project it will be completed. You hand him a project outside of his scope of knowledge, he will learn it, and complete the project. I have yet to see anything this man could not do.....incredible."

— **Ed Ardizone**, worked directly with Michael at Nortel

[Contact Michael on LinkedIn](#)