AR3
GO/NO GO
FLOWCHART

Are you looking for a...

Intrapreneurship-minded, inbound-marketing loving, "leadership = servitude" thinking Technical Co-Founder, Technical Product Manager or Software Executive?

Yes

No

Do you subscribe to **Lean Principles** for building business and love the **Agile Manifesto**?

Do you need someone to help you build/grow/inspire/help organize a software team?

Yes

No

Yes

No

Do you want to build inspired software with an inspired team focused on what really matters, the business / impact?

Yes

No

Nice!
We can discuss the potential benefits of Agile and Lean thinking, but we are on the same page about the end goal, so...

Interesting...I am curious about your process/team, but alas...

This could be an incredible match!
Either continue on to the next page for more info, or just shoot me an e-mail:
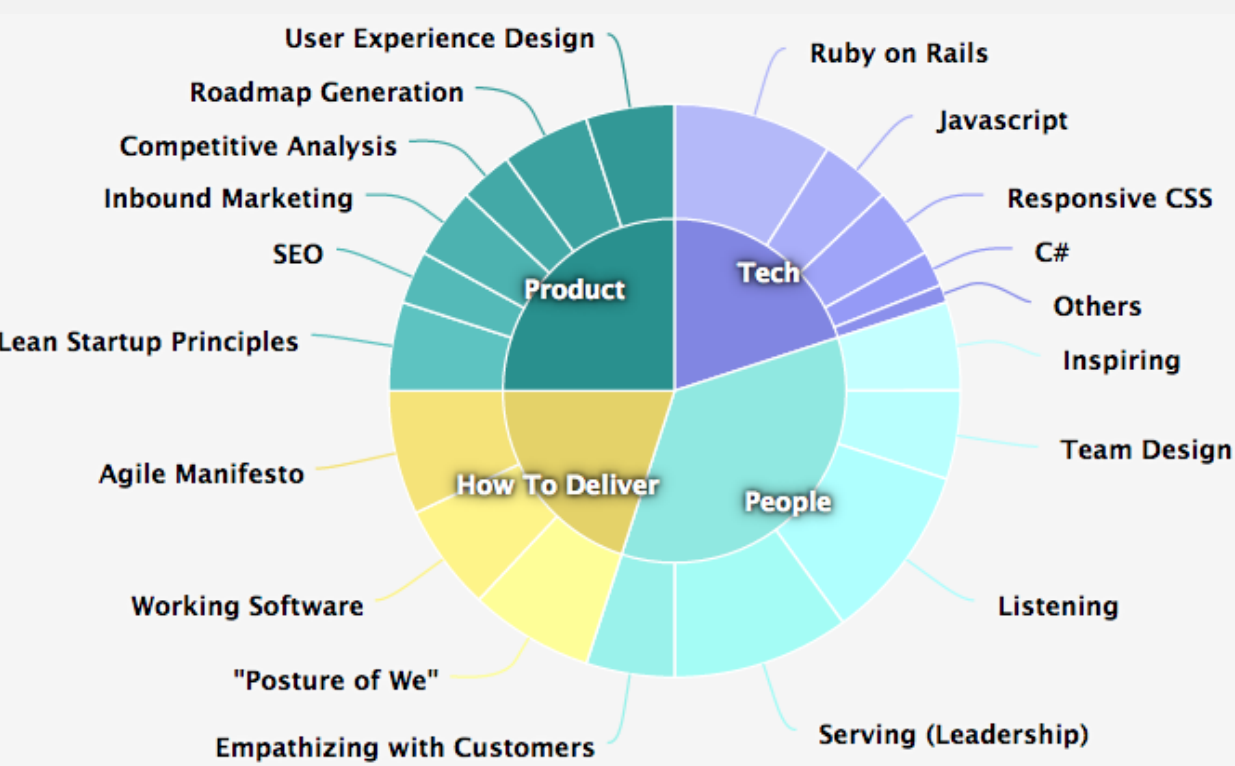**ar3@ar3.me**

Good luck with your search, unfortunately AR3 is not a good fit.

Time is precious, so if you ended up in the **red**, as much as I love hearing about ventures/projects, if we are being honest, there probably isn't a good potential match. However, if you ended up on the **green**, the next pages attempt to **paint a picture** about who I am professionally & personally along with the **why**, **how**, & **what** I've done so far in my career. *Hint: It is all about the people!*
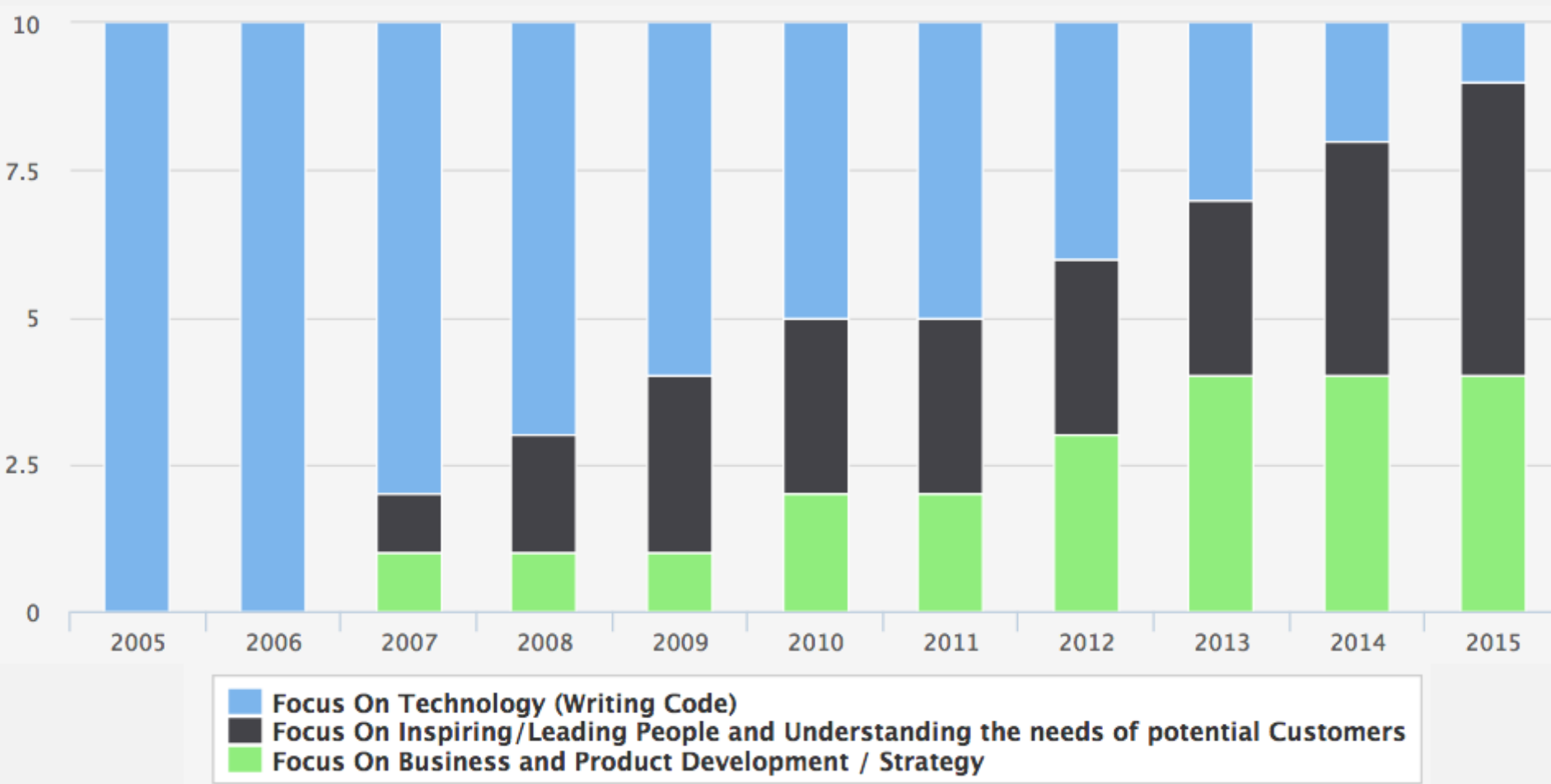
Andrew L. Robinson III

Intrapreneurship-minded, inbound-marketing loving, "leadership = servitude" thinking, agile evangelizing, Venture Technologist, Technical Product Manager and Full-Lifecycle Software Engineer and Executive, looking to make a dent in the universe.
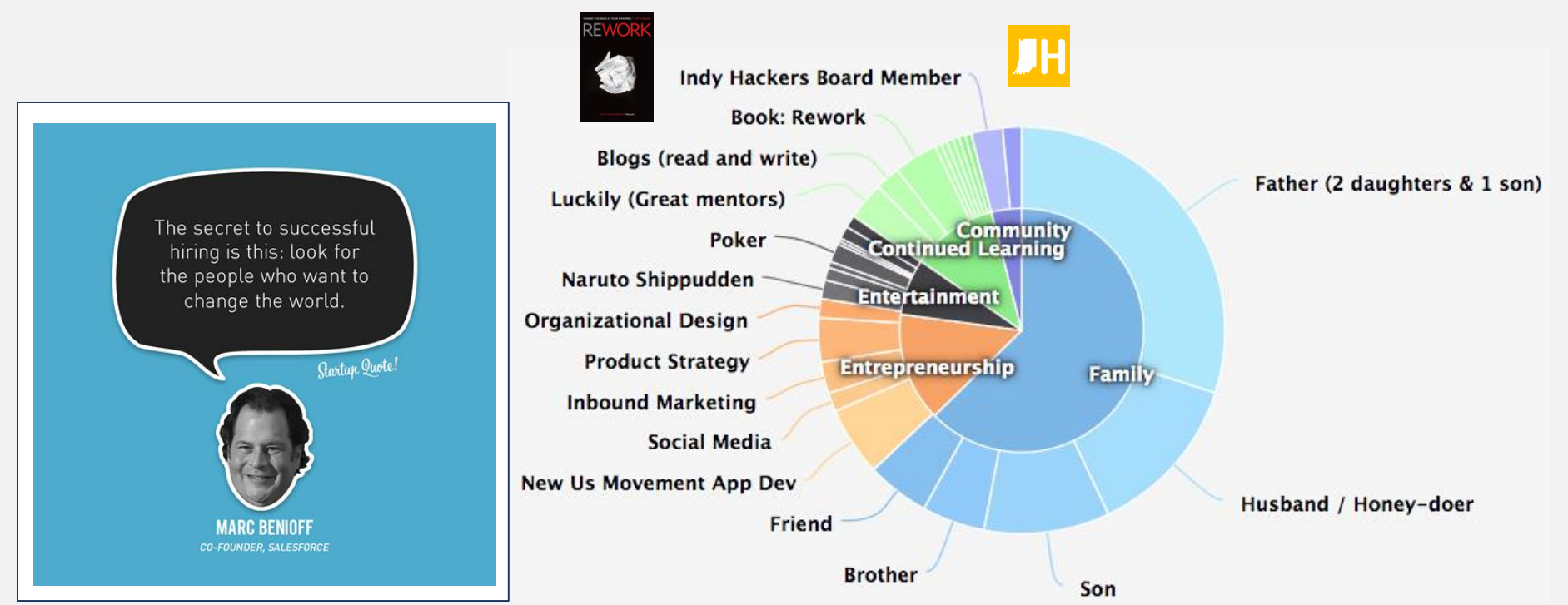

User Experience Design
Roadmap Generation
Competitive Analysis
Inbound Marketing
SEO
Lean Startup Principles
Agile Manifesto
Working Software
"Posture of We"
Empathizing with Customers

Product
Tech
How To Deliver
People

Ruby on Rails
Javascript
Responsive CSS
C#
Others
Inspiring
Team Design
Listening
Serving (Leadership)

digital version: http://ar3.me/charts/professional

There are **four main** areas that make up my experience & focus. Over the years I've been a student of many aspects to building impactful software applications.

My career started with a pure, but improperly incentivized **"How"** *(by way of writing and architecting code).* Given my nature, there was a organic migration to leading internal "build" teams using agile philosophies in the quest for the on-time high-quality **"What"** to build.

The **"Why"** *(competitive analysis, customer interviews, & impact analysis)* however, is where I've been most focused and spent the majority of my energy recently. The "Why" should drive every decision.
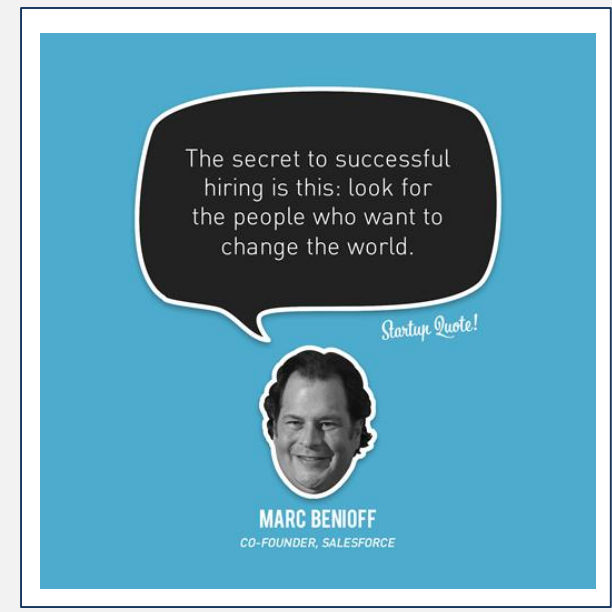
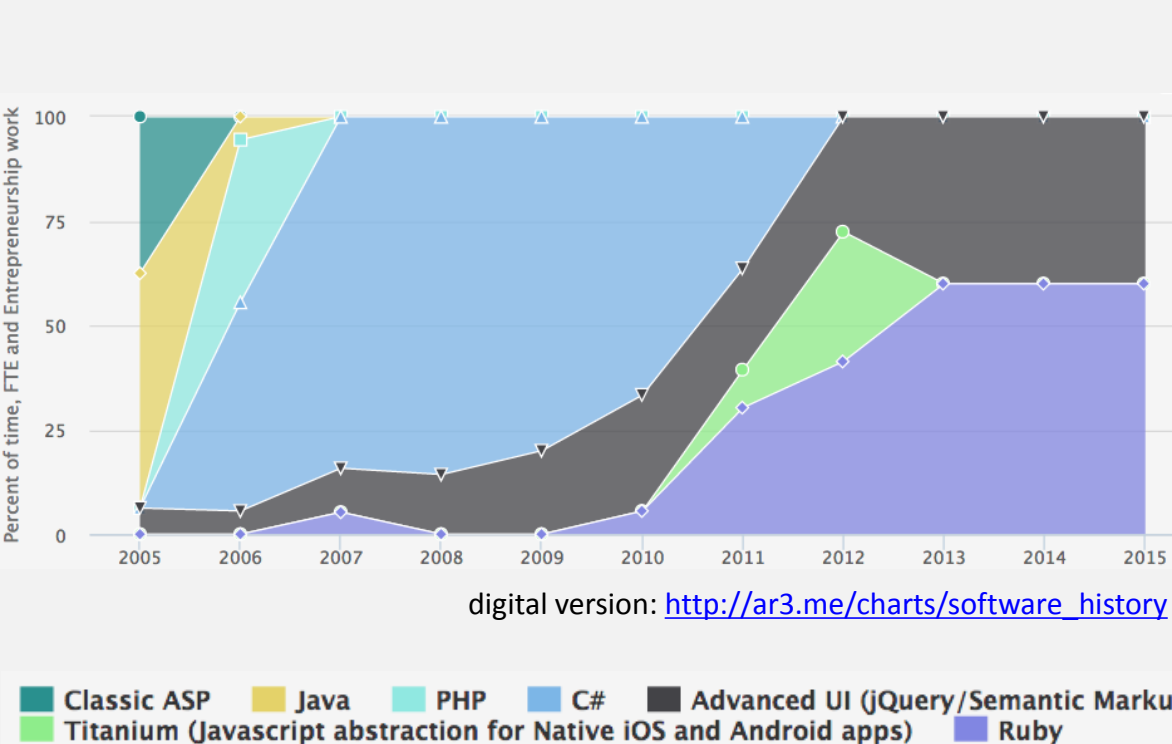## Over time the focus has gone from the pure tech to people and impact.

- Focus On Technology (Writing Code)
- Focus On Inspiring/Leading People and Understanding the needs of potential Customers
- Focus On Business and Product Development / Strategy

Professional ability is important, but knowing who a person really is cannot be overlooked.

The secret to successful hiring is this: look for the people who want to change the world.

Startup Quote!

MARC BENIOFF
CO-FOUNDER, SALESFORCE

Indy Hackers Board Member
Book: Rework
Blogs (read and write)
Luckily (Great mentors)
Poker
Naruto Shippuden
Organizational Design
Product Strategy
Inbound Marketing
Social Media
New Us Movement App Dev
Friend
Brother
Son

Community
Continued Learning
Entertainment
Entrepreneurship
Family

Father (2 daughters & 1 son)
Husband / Honey-doer

digital version: http://ar3.me/charts/personal

Experience with multiple languages and frameworks gives a unique perspective.

Percent of time, FTE and Entrepreneurship work

digital version: http://ar3.me/charts/software_history

Learn by doing. Theory is nice, but nothing replaces actual experience.

Startup Quote!

TONY HSIEH
CO-FOUNDER, ZAPPOS

- Classic ASP
- Java
- PHP
- C#
- Advanced UI (jQuery/Semantic Markup/Responsive CSS)
- Titanium (Javascript abstraction for Native iOS and Android apps)
- Ruby

MY PERSONALITY TYPE: ENFP

50%	62%	75%	33%	15%
EXTRAVERTED	INTUITIVE	FEELING	PROSPECTING	TURBULENT

Campaigners are enthusiastic, creative, and sociable free spirits, who can always find a reason to smile.

Now that we have a decent overview, let's move on to a theory I have about how to build a successful product.

AR3 – The Hex

The Hex*(agon)* is the result of the retrospection of many projects across many industries and through many years of build software solutions. The goal of this point of view is to give a framework for a successful hi-tech venture.

Instead of the traditional, and more seemingly intuitive stance, which consists of the business folks ideating with the UX group, and coming up with mockups. These are taken to the 'pretty-fiers' AKA the visual designers. They take the now designed app to the developers, who build to this 'illusion of agreement'. Then once at a point where ready for deployment, they take it to the infrastructure group to get it on a server, for finally the QA group to test it. Once the business sees it, it is either not at all what they really want, or the market has shifted, and it is no longer the best or sometimes even a relevant solution.

The Hex simply states, that the best path to success is to have all of the relevant aspects represented at the table, from the beginning. Empowering every person at the table, and iterating over working software.

Inbound

On this side, the focus will be on the very technical and usually "behind-the-scenes" roles

Outbound

On this side, the focus will be on the directly customer focused aspect of building solutions.

AX

Application Experience = *Engineers that write the business logic to make the app run*

Tools: *Sublime Text, PostGreSQL, terminal*

XP: **10+ years**

HP: **Shipped many Web and Mobile apps**

BX

Business Experience = *Those that capture the essence of the problem that is being solved.*

Tools: *Google Analytics, Excel*

XP: **7+ years**

HP: **Multi-time Technical co-founder**

IX

Infrastructure Experience = *Engineers that handle the servers and systems administration and security that house the app*

Tools: *AWS, SSH, Docker*

XP: **3+ years**

HP: **Led multiple teams of infrastructure engineers**

UX

User Experience = *Those that focus on the flow of the application from the users eyes.*

Tools: *Balsamiq, Customer Interviews*

XP: **5+ years**

HP: **Primary focus of many applications, I've been a part of building is making sure that the flow of the solution was very clear.**

VX

Visual Experience = *True designers, artists, those with an eye to bring form to the function*

Tools: *Photoshop, Illustrator*

XP: **< 1 year**

HP: **The least personally experienced aspect. However, have worked with many designers, across multiple mediums (print, mobile, web)**

QX

Quality Experience = *Range of automated test engineers to Project Managers that ensure that quality is not just in the result, but in every step of the lifecycle*

Tools: *Exploratory testing, automated test scripting*

XP: **8+ years**

HP: **Project managed nearly every project I've been involved in over the past 5 years, and helped guide the testing efforts**

- Introverted Full-Stack Engineer
- Non-Technical Business Expert
- Visual Designer
- AR3
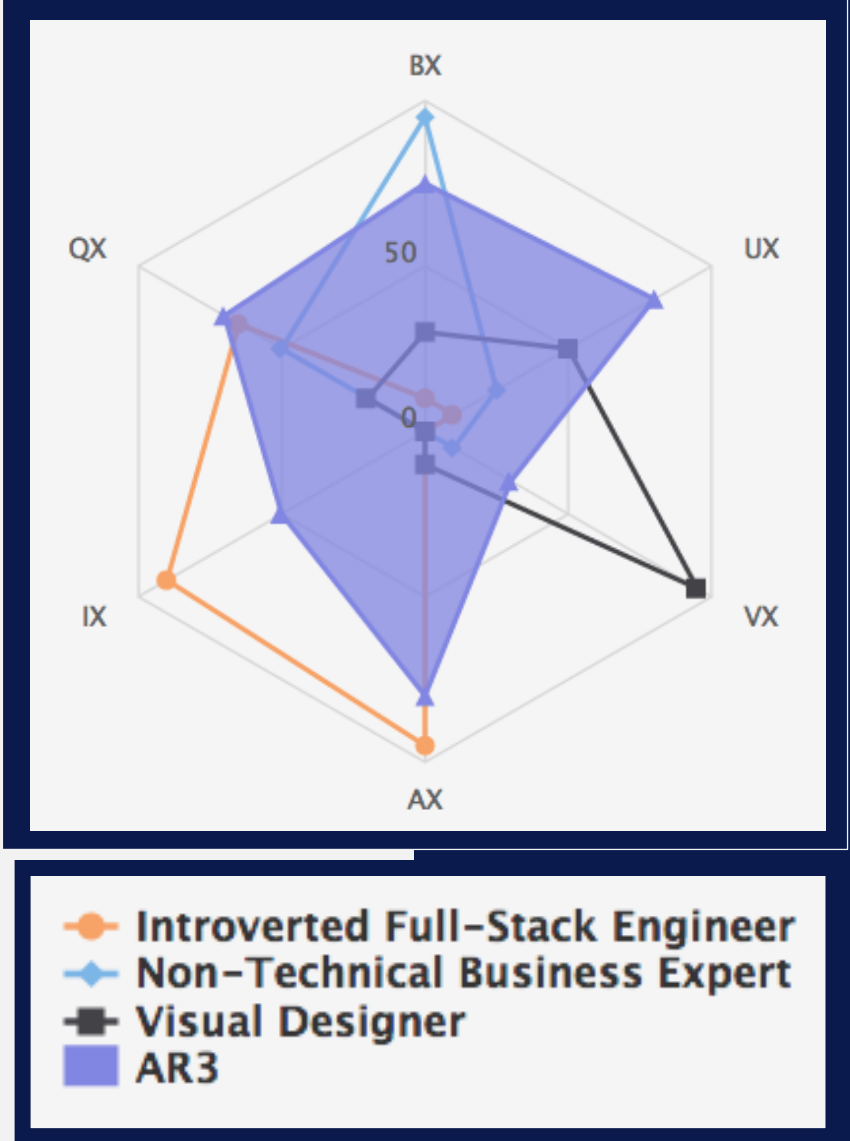
*The final key piece to the Hex is someone to help **bring it all together**. This multi-faceted/multi-hat wearing role goes by many names. Sometimes it is the tech lead…sometimes it is a incredibly involved project manager…often times we call these inspirers Product Mangers. Regardless of the name, having someone well-rounded in this role is crucial.*

Next we will take a tour through the years of great experiences I have been lucky enough to reap the benefits of.

The Timeline

Over the years, a lot has changed. From software languages and frameworks, to my role within the teams I've had the honor to be a part of, most importantly the underlying focus has shifted from using the most current technology stack, to **building the best <u>business value</u> and <u>inspiring</u> the most people.**

2006

The year of...
...language search

Tech: Java, PHP, C#
Role(s): Software Engineering Consultant
Summary: This is the year that I decided to find a language and go deep with it...it was close, but C# was the choice.

The year of...
...the realization

Tech: C#
Role(s): Sr. Software Engineer
Summary: This is the year that I realized that technology was my conduit to delivering value, and the best way to do that was through entrepreneurship.

2007

2008

The year of...
...Venture Tech

Tech: C# (advanced CSS and JavaScript)
Role(s): Software Team Lead
Summary: This year I began leading a team while also embarking on my startup journey, while coming to the realization that the motives for technologist needed to be reworked.

The year of...
...Product & Architecture

Tech: C# (advanced UI)
Role(s): Team Lead, Product Manager, Architect
Summary: This year I co-wrote a complete MVC-influenced .Net framework, Product/Project managed a team, while building my first solo venture BbyBk.

2009

2010

The year of...
...Rework

Tech: C# (advanced UI)
Role(s): Team Lead, Product Manager, Architect
Summary: Rework was released, & it was cemented that there was an enormous community of those that believed what I believed about business...that it was time for a paradigm shift.

The year of...
...the great merger/switch

Tech: C#, adv. UI, Ruby, Mobile (Titanium JavaScript)
Role(s): Associate Partner
Summary: From FTE at ProTrans, to consulting with Fusion to finding "my people" at DeveloperTown. However, my people were using tech I had never used...didn't matter, because they were building businesses the way I thought they should be built.

2011

2012

The year of...
...the townie test

Tech: adv. UI, Ruby, Mobile (Titanium JavaScript)
Role(s): Associate Partner: Team Lead, Product Manager
Summary: Came into my own as a DevTown "Townie"...shipped multiple apps to Apple and Google's app stores, product managed and led a team of Rails developers and designers.

The year of...
...healthy data

Tech: Ruby, Advanced UI
Role(s): Product Designer/Manager & Engineer
Summary: Began a journey into designing and building a claims data analysis system. Learning the business of a world-class wellness, incentive and multi-employer health portal and practice management system. Gearing up for the most intense year of my career...

2013

2014

The year of...
...the ultimate test

Tech: Ruby, Advanced UI
Role(s): Product Manager, Project Manager & Team Lead
Summary: Tasked with building a team, instituting a process, designing and building a product in 7 months. Success required the use of every leadership, product, and software technique learned throughout my career. Ultimately we built an incredible system with nearly flawless execution....thanks to an incredible team.

The year of...
...reflection

Tech: Ruby, Advanced UI
Role(s): Interim CTO, Product Manager & Team Lead
Summary: .In having the honor of leading both the software and IT teams, the things I am most proud of is how the team pulled together through rough times while keeping morale at an all-time high, and delivering all around exceptional service to the organization.

2015

Nearly every year has surprised me by bringing more **incredible people** into my life, giving me experience with amazing products with lasting **impacts on the world** and making my ultimate path clearer. Hopefully we will continue this trend **together into 2016**!

The Timeline 2

Given the fact that I've participated in multiple projects simultaneously, it may be best to visualize the details together in one single chart.

Full-Time Employment

Consulting

Entrepreneurship

Full-Time Employment:

- Software Engineering Intern for Griffin Analytical Technologies (C++)
- Software Engineering Intern for pan (Classic ASP, XSLT)
- Technology Consultant for Software Architects
- Sr. Application Developer for United HealthCare Company (C#)
- Product/Project Manager / Software & Systems Architect / Team Lead for ProTrans International (C#)
- Sr. Engineering Consultant for Fusion Alliance (Ruby, Javascript)
- Entreprenership-focused Product and Project Management, Software Engineering (Web and Native Mobile) for DeveloperTown
- Product and Project Management, Technical Leadership and Software Engineering for OurHealth

Consulting:

- Jr. Software Devloper For Conseco (Java)
- Software Engineer for Cardinal Health (PHP)
- Software Engineer for UnitedHealthCare (C#)
- Implement a bottom up strategy to replace the legacy VB6.0 application's business logic with C#.Net Webservices while building a web-based solution that utilizes the same services
- Build a "from scratch" Service-Oriented, purely-web-based app to replace previous
- Software Engineer for ChaCha (Ruby)
- Software Engineer for ExactTarget (Javascript)
- Kiwanis (iOS and Android apps)
- PongTracker (Ruby)
- Versus (Ruby)
- Town of Fishers (SEO)
- P/PM & Dev for Baldwin Aviation (Ruby)
- Build a "from scratch" claims file & internal data integration reporting platform
- Build a "from scratch" replacement to the patient portal and back-office practice management system and migrate all clients onto this new system

Entrepreneurship:

- 3DG Solutions: Software development for Purdue University's Horizons (C#)
- Student Sign-in application
- CartSEO (eCommerce / SEO platform)
- Momin Marketing (Gas Station admin)
- Venture Technology, including but not limited to Product and Project Management, Inbound Marketing, Go-To-Market Strategy Definition and Software Engineering for 3DG Solutions (C#, Advanced UI [CSS, Javascript, Semantic Markup])
- BbyBk.com (Platform for busy parents to keep track of their children's milestones in an automated, conversational, and fun fashion)
- Venture Technology, including but not limited to Product and Project Management, Inbound Marketing, Go-To-Market Strategy Definition and Software Engineering for New Us Movement
- HealthyHires

Timeline months (left and right columns):

Jun-04, Jul-04, Aug-04, Sep-04, Oct-04, Nov-04, Dec-04, 2005, Feb-05, Mar-05, Apr-05, May-05, Jun-05, Jul-05, Aug-05, Sep-05, Oct-05, Nov-05, Dec-05, 2006, Feb-06, Mar-06, Apr-06, May-06, Jun-06, Jul-06, Aug-06, Sep-06, Oct-06, Nov-06, Dec-06, 2007, Feb-07, Mar-07, Apr-07, May-07, Jun-07, Jul-07, Aug-07, Sep-07, Oct-07, Nov-07, Dec-07, 2008, Feb-08, Mar-08, Apr-08, May-08, Jun-08, Jul-08, Aug-08, Sep-08, Oct-08, Nov-08, Dec-08, 2009, Feb-09, Mar-09, Apr-09, May-09, Jun-09, Jul-09, Aug-09, Sep-09, Oct-09, Nov-09, Dec-09, 2010, Feb-10, Mar-10, Apr-10, May-10, Jun-10, Jul-10, Aug-10, Sep-10, Oct-10, Nov-10, Dec-10, 2011, Feb-11, Mar-11, Apr-11, May-11, Jun-11, Jul-11, Aug-11, Sep-11, Oct-11, Nov-11, Dec-11, 2012, Feb-12, Mar-12, Apr-12, May-12, Jun-12, Jul-12, Aug-12, Sep-12, Oct-12, Nov-12, Dec-12, 2013, Feb-13, Mar-13, Apr-13, May-13, Jun-13, Jul-13, Aug-13, Sep-13, Oct-13, Nov-13, Dec-13, 2014, Feb-14, Mar-14, Apr-14, May-14, Jun-14, Jul-14, Aug-14, Sep-14, Oct-14, Nov-14, Dec-14, 2015, Feb-15, Mar-15, Apr-15, May-15, Jun-15, Jul-15, Aug-15, Sep-15
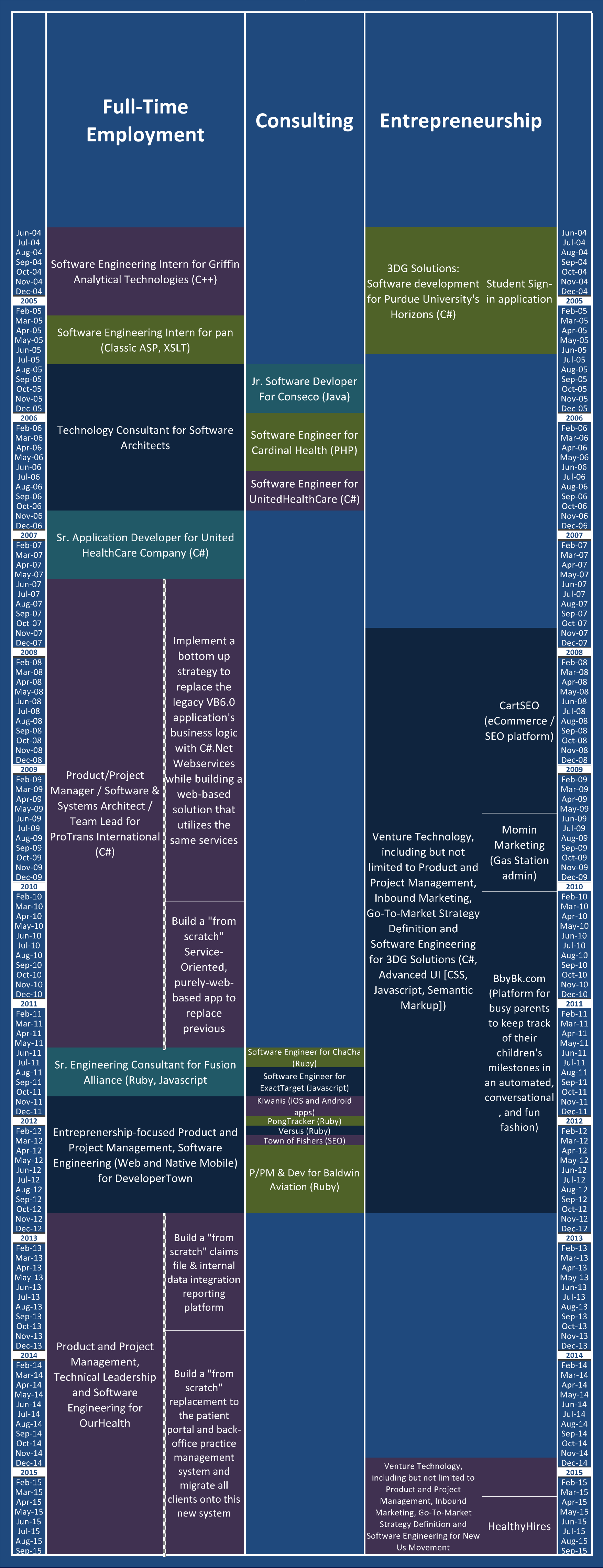
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