

# Rohan Jayasekera

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## SENIOR PRODUCT DEVELOPMENT MANAGER

- Specialist in the development and commercialization of online products -

Accomplished technology leader skilled in defining and developing web-based/software products and bringing them to market, with seven new-product launches to date. Internet business strategist combining a fluency in software development with a fundamental understanding of what makes an online product viable, usable, and marketable. Expertise leading the entire systems development process, from product vision and definition through product planning, development, release scheduling, launch, and support. Highly organized with a track record of bringing high quality projects to market on time and within budget. Versatile project leader skilled in building and leading both technical and non-technical teams of up to 15 people and budgets up to \$2.2 million. Project management testimonial: "nothing falls through the cracks". Strong interest in Web 2.0. Areas of expertise include:

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|--|---|--|
| <input checked="" type="checkbox"/> Product Vision & Planning    | <input checked="" type="checkbox"/> Project Management              | <input checked="" type="checkbox"/> Product Launch           |
| <input checked="" type="checkbox"/> Product Design & Development | <input checked="" type="checkbox"/> Software Development Management | <input checked="" type="checkbox"/> \$Million Budget Control |
| <input checked="" type="checkbox"/> Business Planning & Analysis | <input checked="" type="checkbox"/> Branding & Marketing            | <input checked="" type="checkbox"/> Team Leadership          |

***Co-Founder of Sympatico Internet Service and Sympatico.ca: co-wrote the business plan and led all site development to launch the service in 8 months, the fastest product launch in Bell's history***

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## PROFESSIONAL EXPERIENCE

Rohan Jayasekera Consulting, Toronto – [www.RohanJayasekera.com](http://www.RohanJayasekera.com)

### Consultant

2005-present; 2000-2003; 1998-1999; 1993-1995

Provided IT consulting services, including:

- **Cossette Communications** – as Information Architect, designed 57 pages of the next-generation Canada.com launched in November 2005. *Technology: wireframes via PowerPoint.* [www.canada.com](http://www.canada.com)
- **Certainty Solutions** – contracted to manage the company's project work and relationship with Rogers Cable Internet Operations, updating Rogers' servers to better support hundreds of thousands of customers. *Technology: UNIX.* [www.rogers.com](http://www.rogers.com)
- **Soliton Associates** – created data-feed processing software for the TimeSquare financial data analysis product. *Technology: Sharp APL and its proprietary filesystem with proprietary OLAP software.* [www.soliton.com](http://www.soliton.com)
- **Reuters** – co-developed the Reuters corporate actions database and its processing software, which integrated every corporate action event from all major stock exchanges. After analyzing the information available from the various sources, I created the rules used to integrate it into a unified view. *Technology: Sharp APL and its proprietary filesystem.* [www.reuters.com](http://www.reuters.com)

Sartorial Instruments & Technology, Toronto – [www.TheFitter.com](http://www.TheFitter.com)

### Co-founder

2003 – 2005

Developed a revolutionary product (*The Fitter*) for made-to-measure clothing. A purpose-built measuring device feeds body measurements to Web-based software, which orders a suit that usually fits perfectly without alterations (at the lead store, 90% of the time). Working with the clothiers who originated the idea, I determined the specifications for the system, including algorithms that put their fitting expertise into software, and helped them launch this unique product. *The Fitter* is now found in every Holt Renfrew store and has been covered by the Globe and Mail and the National Post. *Technology: PHP, MySQL, Flash, FreeBSD.*

Oven Digital, Toronto – [www.oven.com](http://www.oven.com)

**Internet Business Strategist**

1999 – 2000

Recruited into key consulting role at this top-tier web development firm, providing advice and blueprints to client firms developing and launching new online ventures. Used knowledge of online best practices to advise on business models, strategy, product features, technologies, and usability. Clients ranged from Starwood Hotels to the world's first online vehicle inspection service. *Technology: J2EE, Flash.*

MediaLinx Interactive (now Sympatico Inc.), Toronto – [www.sympatico.ca](http://www.sympatico.ca)

**Director, Internet Technology, Sympatico.ca**

1995 – 1998

Headed all technical development of the Sympatico.ca website from its creation through its first three years, along with its related sites including the creation of Canada411.com. Sympatico.ca (now Sympatico.MSN.ca) became Canada's most popular web portal, with servers across the country, and continues to be today, with hundreds of millions of page views per month. *Technology: Sun-with-Netscape web servers, Perl, WebCrossing; Microsoft NT Server with IIS and SQL Server.*

- Managed a team of 10 developers and a \$2.2 million budget
- Pioneered automatic website personalization, dynamically generating the Sympatico home page from Day 1

**Co-Founder & National CTO, Sympatico Internet Service**

1995 – 1998

Member of the 3-person team that conceived and developed the Sympatico service and website, probably the world's first easy-to-use Internet service. Then extended it to become the only service to cover every province and territory. Sympatico has been Canada's most popular Internet service for the last decade. *Technology: mostly Cisco routers and modem pools; Netscape and Microsoft client software.*

- Co-wrote the business plan, including a remarkably accurate forecast of the development of the Internet and its business implications
- Worked with Bell Canada to launch Bell Sympatico in eight months, the fastest product launch in Bell's history, as well as creating the consumer Internet services of BCTel (now Telus) and MT&T (now Aliant)
- Was given the responsibility by Bell Canada for setting its launch date
- Managed the development and release of the Sympatico software kits sold in retail stores across the country

Ivation Datasystems Inc. (now Beyond 20/20 Inc.), Toronto – [www.beyond2020.com](http://www.beyond2020.com)

**Project Manager**

1992 – 1993

Managed the development of a PC LAN-based system to process purchases of Canada Savings Bonds. Accountable for the entire product development lifecycle, from initial product specifications through design, development, user documentation, testing, launch and customer implementation. Product used to process all bonds sold by Canada Trust and National Trust, among others. *Technology: FoxPro with SQL.*

Mobile Computing Corp., Toronto – [www.mobilecom.com](http://www.mobilecom.com)

**Manager, Product Development**

1990 – 1992

Headed the development of a breakthrough PC-based product that managed truck-mounted computers through wireless data communications, for tasks such as delivering home heating oil. Handed a rough prototype, transformed it into a solid product that achieved nearly 100% share wherever actively marketed. Responsible for product feature set, software development, user documentation, and customer implementation and support. *Technology: DOS with Desqview multitasking, C, proprietary communications hardware and protocols.*

Raft Mobile Systems Corp. (joint venture of Ericsson [www.ericsson.com](http://www.ericsson.com), Rogers Wireless [www.rogers.com](http://www.rogers.com)), Toronto

**Director of Technology**

1989 – 1990

Recruited into this senior management role to establish and lead the technology side of this new systems integration start-up specialising in mobile data communications (wireless). Developed the company's expertise in mobile data systems and related software, hardware, and communications technologies. *Technology: primarily Mobitex cellular packet data system.*

I.P. Sharp Associates / Reuters – [www.reuters.com](http://www.reuters.com)

- **Development Manager, Numeric Databases** – Reuters, Toronto 1988-1989
- **Manager, Financial Software** – I.P. Sharp Associates, Toronto 1986-1988
- **Senior Programmer/Analyst then Development Manager, Global Limits Control System** – I.P. Sharp Associates, Toronto & Frankfurt (Germany) 1983-1986
- **Programmer/Analyst** – I.P. Sharp Associates, Ottawa 1983

Held a series of increasingly senior systems development roles, with a focus on the development of complex international systems for the financial services sector. Built and managed project teams as large as 15. Noteworthy roles:

- Developed a global risk control product that protects an international bank from excessive exposure to risk. The product tracks total risk levels of multiple types, in real time, across all trading offices worldwide, and assesses every interbank transaction, approving it only if it won't go outside any applicable limit. Wrote the transaction-processing software and led both the package-development team in Toronto and the Deutsche Bank custom-adaptation team in Germany. Product gained 50% market share, and still manages every interbank transaction (\$trillion) for Europe's largest bank. *Technology: Sharp APL and its proprietary filesystem.*
- Headed the largest project ever undertaken by I.P. Sharp's database division: managed a 12-person team across three cities and two continents to develop and launch a Eurobond information service supporting over 10,000 users, with \$14 million annual revenue. *Technology: Sharp APL and its proprietary filesystem with proprietary OLAP software; Reuters protocols.*
- Managed the technology group that supported Reuters' expansion into historical information by integrating Reuters' real-time data networks with I.P. Sharp's historical database technology. *Technology: Sharp APL and its proprietary filesystem with proprietary OLAP software, Sun workstations, Reuters proprietary systems.*
- Headed all financial software development (four products) at I.P. Sharp's head office. Managed four development managers and fifteen people, with a \$1.5 million budget. *Technology: Sharp APL and its proprietary filesystem.*

## EDUCATION

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- **Group Leadership Program** – Gestalt Institute of Toronto, 2001
- **M.Math, Computer Science** – University of Waterloo, 1982 – incomplete
- **B.Math (Honours) Computer Science** – University of Waterloo, 1981

## OTHER

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- Exceptional command of English; I understand French well enough to spot translation errors
- I write an online column about Web 2.0 and its implications, at [www.RohanJayasekera.com/blog](http://www.RohanJayasekera.com/blog)