

# MICHAEL J. FOUCHER

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## CAREER SUMMARY

Over 15 years experience in managing and delivering quality IT solutions to complex business problems within scope, budget & tight schedules. Experienced in bridging innovation and creativity gaps to develop new products and features that define a true competitive advantage.

Enthusiastic and committed senior manager with strong software product and project management, technical development and strategic planning skills. Expert in bridging the gap between Business Strategy and Technical Implementation. Working in both large enterprise environments and startups, I have lead large product and technical teams in the development and deployment of complex software and hardware solutions. A leader that delivers measurable results by motivating and inspiring teams through clear, confident vision and tireless support.

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## AREAS OF TECHNICAL AND MANAGEMENT EXPERTISE

- Product Management
- Project Management
- E-commerce Expertise
- Marketplace Development and Expertise
- Channel Management
- Agile & Scrum Expertise
- Business Development
- Social Commerce
- SEO | SEM
- Auction and Fixed Price Market Expertise
- Coordination and supervision of teams
- Technical Team Leadership
- Business Analysis
- Competitive Analysis
- Strategic Alliances
- Strong communication skills

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## PROFESSIONAL EXPERIENCE

**Company:** **Semadic** **Victoria BC**  
*Semadic Interactive Technologies Inc. is a world class innovation lab which develops online and mobile social commerce applications. The fabric of our international team, both employees and advisers, includes experienced social architects and social media experts, top UX designers, "big data" scientists, online and mobile payment specialists, seasoned online marketplace strategists, and a sales team which has been road-tested with local buyers and sellers. We are privately funded by successful technology entrepreneurs and Canadian NRC-IRAP grants.*

**Position:** **Director of Product** **June 2012 - Current**  
At Semadic, I am responsible for all aspects of product development both for the web and mobile. We have launched our first brand DiggIt.ca, a safe and trusted marketplace, is positioned to provide the e-commerce channel for local C2C and B2C transactions in Canada. Our proof-of-concept is DiggItVictoria.com. Our eCommerce platform complements local business by allowing local customers to see items and transact online, then fulfill their purchase the same day from the actual local store. We currently have over 60 (with 2 to 3 signing up daily) small businesses, artisans and taste makers that can connect with local shoppers. We have made it extremely easy for local SMB's to setup on our platform and gain access to our active marketplace.

In addition we have launched our first mobile app which allows our Sellers to easily post their items for sale on our marketplace.

We are adding the following functionality within the next quarter:

- multi-vendor cart functionality
- coupon functionality
- loyalty program
- additional payment alternatives
- reputation management

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**Company:** *Terapeak* *Victoria BC*  
*With a focus on providing eBay market insights, Terapeak works to provide its clients with the understanding to make informed decisions about the marketing, investment, and management of their online businesses.*

**Position:** *Director, Partner Projects* **October 2010 - March 2012**  
Responsible for managing and coordinating the relationships with Terapeaks large marketplace partners (eBay, PayPal, X.commerce and Yahoo! JAPAN). In addition I am responsible for on-boarding new marketplaces into the Terapeak eco-system.

Successfully on-boarded and launched Terapeak's second marketplace (Yahoo! JAPAN) into our eco-system. This product is on track to generate over \$1 million dollars in revenue in it's first year. Also launched an updated version of the eBay Sell Hub widget which is used by over a million eBay sellers per day to find out how their items should be priced. Worked with X.com to launch a multi-marketplace reporting module for their Magento implementation.

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**Company:** *British Columbia Ferry Services Inc.* *Victoria, BC*  
As the primary provider of coastal ferry transportation in the province, BC Ferries recognizes its unique role in the region's economy. What began in 1960 as a two vessel, two terminal operation has grown into one of the largest, most sophisticated ferry transportation systems in the world.

**Position:** *Senior Project Manager* **September 2006 - September 2010**

- Completed the successful implementation of a Self Serve Ticketing Kiosk solution at all major terminals. This solution was developed in-house, with a client side Java swing application communicating with a central server using web services.
- Developed a Wireless Handheld Solution for our routes with no physical terminals. This solution will allow our ship personnel to accept payment with all major credit cards and our own loyalty card. This solution is utilizing a Motorola MC75 handheld running Windows Mobile. The solution was written in .Net Compact framework.
- Developed a Passenger Manifest solution for our Northern fleet. This solution includes a handheld manifest application in addition to a centralized web application.

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**Company:** *Beanstream Internet Commerce* *Victoria, BC*  
Beanstream is a leading provider of merchant account and payment processing services, including credit card, EFT, ACH, and eWallet solutions. Beanstream offers a wide selection of fully integrated, bank neutral, credit card and cash management products. Beanstream enhances these core product offerings with best of class risk management and authentication tools.

**Position:** *Director of Technology* **April 2002 – August 2006**

- Responsible for keeping the development team focused, on schedule, and producing a quality product; this is accomplished by removing issues and barriers from their path.
- In this role, a key responsibility is to act as a liaison between management, customers, testing, production support and development.
- Responsible for all key project management activities of project planning and budgeting, deliverables management and resourcing.
- Managed and executed the re-development of the Beanstream.com web site. Successfully managed the implementation of authentication services for eBay Canada, eBay UK, Canada Post and more recently the Alberta Treasury Branch. These projects involved the deployment of Equifax's eID<sup>Verifier</sup> service for authenticating these companies' new customers, which has significantly reduced on-line identity fraud by enabling interactive identity verification of online customers.

- Implemented additional authentication services for both the FutureShop.ca and BestBuy.ca websites. For these solution, we deployed a combination of products including QuickMatch and SafeScanID. These projects are designed to significantly lower their on-line fraud rates.

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**Company:** *ACD Systems Ltd. Victoria, BC*  
 Based in Victoria, British Columbia, Canada, ACD Systems designs, develops and markets software for digital imaging and corporate communications. ACD Systems provides proven software technology in an extensible plug-in platform model and has excellent market positioning, worldwide distribution and a large global user base.

**Position:** *Information Systems Manager* **April 2001 – Dec. 2001**

- Provided overall leadership within the organization on all matters related to information systems and worked closely with internal clients to determine the most efficient applications of emerging technology to assist in their business activities.
- Assumed full responsibility for all information technology activities, services and programs, including:
- Managed the transition of external web hosting onto the company's internal systems. This included the deployment of a fully redundant web array of four IIS web servers which delivered dynamic content through Microsoft® Content Management Server.
- Oversaw our strategic relationship with Akamai Technologies, Inc which enabled the distribution of over a million copies of our trial flagship software, ACDSec 4.0, within one month of its launch.
- Key team member in the company's European e-commerce provider selections. This effort included an extensive RFI process, and onsite interviews.

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**Company:** *MEMAIL.COM INC. Seattle, WA*  
 MeMail.com is the electronic magazine rack on the Internet, offering the widest possible selection of premium and branded content in email deliverable form. MeMail.com's eMagazines are read by more than 426,000 people in over 120 countries.

**Position:** *Chief Technology Officer* **May 2000 – Feb. 2001**

- Responsible for the continued operation of all critical computer systems, including:
  - Mail delivery system, which sent over 1 million e-mails a day to over 400,000 unique subscribers.
- Developed the strategic technology roadmap for MeMail.com's operations.
- Actively participated in investment meetings with venture capital firms.
- Managed critical relationships with technical partners.
- Managed database marketing efforts by capturing, compiling and reporting data from daily operations and leveraging this information to increase sales efforts.

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**Company:** *CANADA MORTGAGE AND HOUSING CORPORATION (CMHC)*

As the Government of Canada's national housing agency, CMHC plays a major role in Canada's housing industry. CMHC develops new ways to finance home purchases and encourages innovation in housing design and technology through its research arm. CMHC assistance also enables low-income and older Canadians, people with disabilities and Aboriginals live in decent, affordable homes.

**Position:** *Technical Team Project Manager on ERP Implementation* **Mar. 1999 – May 2000**  
**Ottawa, ON**

- Initial Core Team member developing the key business functional requirements for a corporate sales and marketing database and order processing system.
  - Evaluated several vendors who were invited to demonstrate the functionality of their system solutions.
  - Solely responsible for managing and delivering all technical aspects of this \$2 million dollar SAP project including the software, hardware and networking requirements.
  - Managing and directing several SAP Programmers and CMHC Database Analysts.
  - Responsible for the development of the web store (built upon the SAP R/3 platform) and for insuring the seamless connectivity to our corporate bank to enable real-time credit card verification.

**Position:** *Information Technology Coordinator for the BC and Yukon Region*  
**Vancouver, BC** **Jan. 1998 – Feb. 1999**

- Responsible for all matters relating to information technology for all of CMHC's offices in British Columbia and the Yukon.
- This includes responsibility for over 180 computer desktops in 7 offices and several home offices, as well as the network services that support them.
- Managed 8 staff.
- Completed a massive rollout of a new computing environment for all staff.

**Position:** *Computer Systems Analyst*  
**Ottawa, ON** **July 1996 – Dec. 1997**

- Lead the e-commerce initiative for the National Web Site. This project involved developing a strategy to market and sell all of CMHC's products and services on-line as well as producing a cost benefit analysis as to its viability. Project now encompassed by current OPIMS project.
- Scheduled as one of the main speakers at the Fall 1997 Vancouver Housing Outlook Conference. Over 400 participants attended this highly popular conference. My presentation explored how electronic commerce and the Internet will change the way we access housing market information and how we can take full advantage of it.

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## EDUCATION

**University of Victoria** **Victoria, BC** **1994 – 1998**  
*Masters of Public Administration*

- This multi-disciplinary program is geared for practicing managers who wish to acquire, or update, the skills necessary for effective and responsible public sector management and policy analysis.

**Université du Québec à Chicoutimi** **Chicoutimi, QC** **1993**  
*Language Diploma*

- Diploma from the école de langue française et de culture québécoise immersion program.

**University of Victoria** **Victoria, BC** **1985 - 1990**  
*B.A. Degree, Department of Economics*