



BENJAMIN PINCUS

Delray Beach, FL /// ben@pincusmedia.com



RECENT EXPERIENCE

cross-functional strategist, lead, and mentor

VMware / VMware By Broadcom /// Sr. Full Stack Developer & Integrations Expert /// 2018 – Present

Remote

- Part of a small team of six that **operated a worldwide strategic sales platform** (Data Integrated Customer Engagement / DICE) which targeted customers looking to transform their infrastructure with software-defined data centers, Cloud Foundation, and NSX related products by identifying the areas of opportunity within their own environment. During its peak activity, DICE provided a measured **28% increase in field sales closure ratios** where it was utilized, accelerating sales completion efficiency for **over \$1B** in sales.
- Continued post Broadcom acquisition as a key developer and project architect to further facilitate the improvement of internal toolsets and collateral related to sales strategies, TCO/ROI, value selling, marketing, and closing deals.

Kapsch TrafficCom North America /// Web Development Software Engineer /// 2014 – 2018

Austin, TX

- **Led UX strategy** during the redesign of legacy reporting systems. Redeveloped the existing back-office administration and maintenance applications into SPAs. Revised CI/CD deployment and build strategies to increase developer efficiency.
- Participated in on-site hardware Factory Acceptance Testing. Traveled to customer sites as part of the product team to gather/review requirements and provide analytical support as a subject matter expert **which resulted in over five unique product deployments**.

EDUCATION

adept learner, multi-skilled creative

Georgia Institute of Technology /// M.S. Digital Media

University of Central Florida /// B.A. Digital Media: Internet and Interactive Systems

TECHNICAL EXPERTISE

full-stack application developer, UI/UX centric

Front-End /// JavaScript ES6/ES5, Typescript, Angular, CSS, SCSS/LESS, HTML5, component-based design, cross-platform development, adaptive/responsive, Cypress, D3.js, Highcharts, Charts.js, state-management like ngrx

Back-End /// Node.js, Express, PostgreSQL, MongoDB, PHP, Java, Kafka, bash, python, Redis, Socket.IO, REST & SOAP protocols, Salesforce's APEX and SOQL

Design /// Figma, Balsamiq, Photoshop, Illustrator, Premiere, Pro Tools, User Stories, pen and paper

Deploy /// npm, yarn, ESLint/TSLint, Webpack, grunt/gulp, Jenkins, git, Apache, GitHub Actions, Docker, Kubernetes, AWS S3 and EC2