

## PROFILE SUMMARY

Mihai Rusoaie is a telecom presales engineer with 5 years of experience in applications bid management including payment and real-time convergent charging, next generation intelligent network and value-added services.

Mihai has also 12 years of extensive experience as a business analyst and PHP developer of web applications using HTML, MySQL and Linux.

## PROJECT EXPERIENCE

### **Client:** [SlickFlick](#) [01/2012 - present]

**Project description:** Slick Flick is a mobile storyboard-sharing platform startup based in London

**Role in the project:** As a PHP backend developer I am coding, testing and maintaining the website and API necessary to support our iPhone application. We are using agile software development with an iteration time of about 2 weeks.

As a business analyst, I am offering consultancy in product strategy.

**Technologies used:** HTML, JavaScript, jQuery, CSS, PHP 5, MySQL, Property list, Facebook API, Twitter API, Netbeans IDE, Debian Linux

### **Clients:** [Alcatel-Lucent](#), [Andorra Telecom](#), [British Telecom](#), [Cellcom](#), [Colt](#), [Cosmote](#), [Glo Mobile](#), [GTS](#), [KPN](#), [Latttelecom](#), [MIRS](#), [Orange](#), [OTE](#), [SFR](#), [Telenor](#), [TeliaSonera](#), [Türk Telekom](#), [UPC / Liberty Global](#), [Vodafone](#), [Wind](#) [01/2010 - present]

**Project description:** Creating winning B2B proposals based on [Alcatel-Lucent's applications products](#) (main features in the [training section](#) below). Prices range from 100k€ up to 50M€.

**Role in the project:** We are a central presales team, providing tendering support to all the Alcatel-Lucent local sales teams from the Europe, Middle-East and Africa (EMEA) region.

In the beginning, we are closely working with Account Managers and Local Technical Project Managers to understand the political context, local market trends, current on-site deployment, relationship with the customer, his budget, winning potential and competitive differentiators versus [Ericsson](#), [Nokia Siemens Networks](#), [Huawei](#) or [ZTE](#).

After the competitive intelligence and the customer profile are defined, we are analysing the [RFI/RFQ](#) to identify the features requested by the customer that match Alcatel-Lucent products, establishing the bid team and task responsibility.

A discussion with our solution architects follows in order to establish the end-to-end integration of applications with core, radio access network, carrier and OSS/BSS products.

After establishing which products to be included in the quotation, we are dimensioning the [HP ProLiant](#) hardware, Alcatel-Lucent proprietary software and third party licenses such as [Oracle](#) or [Ulticom](#).

Next step in the bid management process is to request or build quotations for software customizations (usually from [Aricent](#)), warranty, maintenance, installing services and commissioning, on-site support, project governance and trainings.

Before submission we are including insurances, incoterms, political and financial risks, taxes

to be paid, advising on negotiation strategy and balancing project profitability among business units. Approval meetings usually require arbitration between product managers and sales.

Last step is to prepare the documents that are presented to the customer: pricing summary, [SOW](#), [BOQ](#), [product roadmaps](#) and point to point technical compliancy of the customer's [RFI/RFQ](#).

**Client:** [BDN | MATRIX](#) [08/2009 - present]

**Project description:** BDN | MATRIX is a cross-promotion indoor advertising network

**Role in the project:** As a business analyst, I am actively participating in defining our market strategy and continuously reshaping our product and services.

As a PHP backend developer I am designing, coding, testing and maintaining the ERP platform necessary to operate and monitor the ads network. Our ERP platform includes modules such as: Sales Force Automation - SFA, Customer relationship management - CRM, logistics and reports. We are using agile software development with a very short iteration time, from 2 to 14 days.

**Technologies used:** HTML, JavaScript, AJAX, jQuery, CSS, PHP 5, Model-view-controller - MVC, Symfony Framework, Propel Object-relational mapping, PHPUnit, YAML, MySQL, Netbeans IDE, Fedora Linux

**Clients:** [Deltatel](#), [Alcatel-Lucent](#), [Orange](#), [Vodafone](#), [MTN](#), [British Telecom](#), [Dialog Telekom Sri Lanka](#), [Post and Telecommunications of Kosovo](#), [Bharat Sanchar Nigam Limited India](#), [TNM Malawi](#), [Globacom](#), [CamGSM Cambodia](#), [DST Brunei](#), [Andorra Telecom](#), [Jersey Telecom](#), [Tikiphone Tahiti](#), [True Move Thailand](#), [UTS Antilles](#), [Togocel](#) [01/2007 - 09/2009]

**Project description:** Providing remote technical support for installing and maintaining Alcatel-Lucent VAS solutions: WAP Gateway, MMS Centre/Relay and Charging Proxy.

**Role in the project:** Besides customers' enquires, as a Level 2 support engineer, I was planning scheduled interventions for maintenance operations: database flush/clean-up, mass user provisioning, debugging, testing&validating, backup/restore/recovery, integration with other network elements, configuration of new services, upgrades and patch installation.

As a process and methods engineer, I was also participating in all activities that are required until projects reach maintenance phase: scope of work and requirements, specifications, planning, site survey, tracking and reporting, back-office testing, installation and acceptance. All projects involved strong communication with Alcatel-Lucent world-wide customers, on-site Deltatel installers and Technical Project Managers, Network operations centers, Level 1 Support, sales and tendering, account/contract managers, Level 3 Support and R&D.

**Technologies used:** High Availability Red Hat Linux, TCP/IP, network design, channel bonding, TCP/IP traces, RADIUS Authentication, LDAP, Fastcache database, SNMP, PostgreSQL, WAP, MMS, MM1, MM7, data charging, billing, GPRS, Proxy Framework, Push Access Protocol, Push Proxy Gateway, Intelligent Network, Call Detail Record (CDR), XML, shell scripting, Wireshark/Ethereal protocol analyzer, IPTables, HP DL360 and DL380 Servers, Remote Connection (RAMSES, Cisco VPN, Aventail, Dial-in, Putty, Remote Desktop Connection), Ticketing tracking tools (Remedy/CARES, Siebel VEGA Tracking)

**Client:** [Seashells](#) [11/2004 - 08/2006]

**Project description:** Atuu Conect is a Customer Relationship Management software designed for real-estate and tourism companies to keep in touch with their customers, advertise their products and discover new business leads over the Internet/Intranet. Solution includes powerful communication tools such as targeted mass communication through Mail,

Fax, SMS and E-mail.

**Role in the project:** As Co-Founder and Account Manager, I was responsible for business development, Business-to-business (B2B) sales and product development. As the product Atuu Imobiliar was new on the market, I have participated at its launching and beta testing with some of our customers. Job also involved tendering and contract negotiation.

**Technologies used:** PHP, C, MySQL, HTML, AJAX, SMS, FAX, shell scripting, VoIP, Debian & Fedora Linux, LAN, IP routing

**Client:** [Siemens VDO Automotive](#) [03/2003 - 09/2004]

**Project description:** Intranet Pages and Content Management Systems for internal use. The applications are used by developers to compile their embedded software for the Electronic Control Units (automotive industry).

**Role in the project:** Software Developer (Internet applications)

**Technologies used:** HTML, JavaScript, Active Server Pages, MsSQL

**Client:** [Wapme Systems](#) [06/2002 - 10/2002]

**Project description:** Implementing the Multimedia Messaging Service in Kannel open-source Wap and SMS Gateway by following the Open Mobile Alliance standardization documents and testing on the first MMS-capable mobile terminals on the market: Nokia 7650 and Ericsson T68i (pre-released for validation purposes only).

**Role in the project:** as a team leader, I was responsible to define project milestones, manage the tasks, roles and responsibilities of the team members and creating daily reports for the customer. As the MMS technology was new at that time, I had to create the architecture of the MMS Center/Relay based on OMA specifications.

**Technologies used:** C, WAP, MMS, Red Hat Linux, SMIL (Synchronized Multimedia Integration Language)

**Client:** [Wapme Systems](#) [11/2001 - 05/2002]

**Project description:** Aiduu Shop is a portal for delivering logos and ring tones to mobile terminals through Wap protocol.

Meet People is a mobile dating and flirt service using SMS, Web and Wap. People can create an account, upload photos and communicate with other users. This is very close to a modern on-line social network.

**Role in the project:** Software Developer (Mobile Applications Portal)

**Technologies used:** Java Servlets, Java Applets, JSP, Oracle, Oracle iFS, WAP, WML, Tomcat, Apache, Dreamweaver, Nokia Toolkit, JBuilder, JDeveloper, Struts

**Client:** [Pfizer Germany](#) [09/2001 - 11/2001]

**Project description:** Developed and automated script to generate the products' section of Pfizer's website from text files

**Role in the project:** Software Integrator of Intranet pages

**Technologies used:** HTML, PHP, MySQL

**Clients:** [Millenium Restaurant](#) [12/2000 - 09/2001]

**Project description:** Started as a high-school project and developed together with a [colleague](#), this e-shop has become the first virtual restaurant from Romania.

The e-shop has revolutionary features such as custom hamburger creation and automated order billing in the back-office.

Project was well known at the time and rewarded with several awards in regional and

national contests.

**Role in the project:** Together with my colleague, we first created the concept, did the software and database architecture and implementation. We built a business plan and we marketed the site as a service. After on-site customer implementation (front-office and back-office) we implemented an advertising campaign together with our partner, the Millenium Restaurant.

**Technologies used:** PHP, MySQL, JavaScript, HTML

**Client:** [The Computer High School Grigore Moisil](#) [12/1999 - 05/2000]

**Project description:** Educational portal for tourism in the Carpathians. Site contains all information about the mountains, climate, fauna and flora for potential tourists. Premium users can search hiking paths through the mountains. Graph-based algorithm written in Perl instantly calculates the shortest or the easiest way there is between two mentioned points on the map.

**Role in the project:** Project coordinator (team of 3 members), software developer&integrator

**Technologies used:** HTML, JavaScript, Perl, Adobe Flash

**Client:** [The Computer High School Grigore Moisil](#) [02/2000 - 04/2000]

**Project description:** High-school project, this smart-card reader is a device that can read 7816-2 Smart-Cards and it was designed for clocking and access control.

**Role in the project:** Hardware Designer for the external reader.

**Technologies used:** C, ASM, Parallel Port, Smart-Card

## EDUCATION

**Communicating to influence by** [Corporate Performance](#) [09/2010]

Communicating to influence training is focused on a pro-active attitude, language, body language, personality, emotional intelligence, communication behaviours (dominate, adapt, avoid, compromise and collaborate), e-mail communication rules, assertiveness, responsibility, feedback, feed-forward, conflict and time management.

**Proposal fundamentals training by** [Strategic Proposals](#) [08/2010]

Proposal fundamentals is a comprehensive course that includes tips and tricks for writing winning first-class proposals. Subjects covered include: storyboarding, pricing, content optimisation, content design, managing the bid and the proposal team.

[Sales Excellence: Account Management \(Enterprise Selling Process\) & Opportunity Management \(Target Account Selling\) training webinars by The TAS Group](#) [04/2010]

The Dealmaker Sales Performance Automation platform is built to make the sales

professional as productive as possible, the sales leader as confident as they can be, and both more successful. The Dealmaker platform works equally well within your CRM system and in a standalone capacity. It encapsulates sales learning, sales methodology, sales process, sales forecast and sales performance reporting in an easy-to-use on-demand application.

**Key Concepts:** business profile, offer qualification, compelling event, decision criteria, solution fit, relationship strategies (leverage, motivate and neutralize), business value, inside support, executive credibility, cultural compatibility, political alignment, short term and long term revenue, profitability, risk, strategic value, competitive strategy, attack strategies (frontal, flanking and fragment), positioning strategies (defend and develop), power and influence, buying roles, adaptability to change, personal credibility.

**Master in Business Administration-Executive, ["Politehnica" University of Timisoara, Romania \[2008 graduate\]](#)**

**Mentor:** Anghel TAROATA

**Final thesis:** e-Business Models in Romania

**Key concepts:** marketing, human resources, information and operations management, strategic management, reengineering business processes, knowledge management and negotiation, quality management, corporate finance, career management, sales strategies, team and project management

**[Alcatel-Lucent trainings \[01/2007 - present\]](#)**

Basic trainings for Fixed and Mobile Networks (PSTN, PABX, PLMN, GSM, BSS, BTS, BSC, NSS, GPRS, CDMA, EDGE, 3G, UMTS, IMS, NGN, VoIP, 4G, WIMAX, LTE, OSS, OMC, SS7, SIGTRAN), IP Networks (ACL, SNMP, RIP, OSPF, HSRP, NAT, PAT, DHCP), and detailed technical/sales trainings for [Alcatel-Lucent's applications portfolio](#):

**Key concepts:** Next Generation Intelligent Network - NgIN, Value-added Service - VAS, Ringback Tone, Interactive voice response - IVR, Unstructured Supplementary Service Data - USSD, USSD Call back, USSD Call me back, Network Address Book, Service Broker, Virtual Private Network - VPN, Wireless Private Branch Exchange - WPBX, Home Device Manager, Number Portability, Access Screening and Routing, Usage Control, Toll-free phone, Number Translation, Prepaid and postpaid On-line (real time) and Off-line Convergent Charging, voucher manager, scratch cards, Over-The-Air-Recharge, mobile virtual network operator - MVNO, mobile virtual network enabler - MVNE, Billing, Short Messaging Service Center - SMSC, WAP Gateway, MMS Centre and Relay, Push Proxy, Voicemail, Videomail, Unified Communication and Messaging, Triple-play and quad-play advertising, Yeld, Home, Office and Campus zone tariffs, Mobile Payment, Multimedia Content Manager, Digital Media Store, Home Location Register - HLR, Home Subscriber Server - HSS, Authentication, Authorization and Accounting - AAA, Authentication Center - AuC, Equipment Identity Register - EIR, Mobile Interactive TV, IPTV, customer and reseller web interfaces, self-care, Geolocation, Geotagging, Open Application Programming Interface - API, Customised Applications for Mobile networks Enhanced Logic - CAMEL, Intelligent Network Application Part - INAP, Session Initiation Protocol - SIP, Protocol Conversion, CALLS Per Second - CAPS, busy hour call attempts - BHCA, Software Subscription Plan - SSP, Local and Geographical Redundancy / Mated-pair / Disaster Recovery and High Availability up to 99.999%, 3rd Generation Partnership Project - 3GPP, International Telecommunication Union - ITU.

**Computer Engineer (Hardware), ["Politehnica" University of Timisoara, Romania \[2006](#)**

### **graduate]**

Graduated with a final score of 9.31 (scale 1.00 - 10.00; max 10.00)

**Mentor:** Mircea VLADUTIU

**Final thesis:** Quality of Service in Voice over IP Networks is an experimental study of testing overall call quality (H.323 and SIP) with [Hammer Call Analyzer](#) over different network types.

**Key concepts: Hardware:** hardware architecture, ALU, DLX, hamming matrix, PLA, MIPS architecture, R4000, cache memory, 8051, 8251, 8253, 8255, Intel x86, Motorola 680x0, Z80, RISC, hyper threading, dual-core, RAID, input-output devices, SCSI, CAN, MIDI, I2C, USB, HDTV, GPS, VHDL, TTL, NMOS, CMOS, BiCMOS, ECL, MOSFET, DMA, DAC, ADC, Motorola DSP 56000, CLUT, optical storage devices, PROM, EPROM, EEPROM, SRAM, PLD, PAL, FPLA, CPLD, FPGA, RAM, DRAM

**Networking:** Ethernet, OSI, PSTN, ISDN, GSM, GPRS, EDGE, UMTS, satellite communications, fiber-optic communication, VoIP, Alcatel 1000 E10

**Software:** OOP, JAVA, C, C++, databases, graphs, trees, recursion, divide and conquer, backtracking, UNIX, pipes, threads, searching & sorting techniques, SQL, MySQL, Visual dBase, artificial intelligence, LISP, Prolog, compiling techniques, computer graphics, ASM, XML, CGI, HTML, RDF, XHTML, RSS, PHP, JavaScript, Microsoft Project

**Engineering:** differential geometry, vector space, electromagnetism, mechanics, quantum mechanics, boolean algebra, microeconomics, management, marketing, systems theory, ISO 9000, ISO 25000, Z-transform, Fourier transform

### **[EMPRETEC](#) Training organized by United Nations, Timisoara, Romania [03/2004]**

EMPRETEC is an integrated capacity-building programme in the area of SMEs and entrepreneurial skills promotion. It is dedicated to helping promising entrepreneurs put their ideas into action and fledgling businesses to grow

**Key concepts:** opportunity, goal, efficiency, information seeking, competition, business plan, operational planning, monitoring, risk, personal power, influence, self-confidence, efficiency, quality, swot, presentation skills, body language, brain storming, time management

### **Assistant Programmer [2001 graduate]**

[The Computer High School Grigore Moisil](#), Timisoara, Romania

**Mentor:** Dorin MANZ

Graduated with a final score of 9.35 (scale 1.00 - 10.00; max 10.00)

**Key concepts:** FoxPro, BASIC, Pascal, HTML, PHP, C, C++

### **ADDITIONAL QUALIFICATIONS**

### **Biped Robot (research project) [06/2004 - present]**

Modeling the movement of a biped robot that imitates the walking of human body, using the working principle of the leg mechanism (project involves mechanical, electronic, hardware and software knowledge)

**[Rotary New Generation Exchange, The Netherlands \[09/2004\]](#)**

Internship for [Housenet](#) (real estate software), [Planoform](#) (real estate development), [GKO](#) (hardware maintenance) and [K+V](#) (business development)

**[Design Challenge 2004, Wilhelmshaven, Germany \[05/2004\]](#)**

1st prize for the best technical construction in the German robotics contest Design Challenge 2004

**[Communication Contest, Bucharest, Romania \[05/2003\]](#)**

Participation in the finals of the Communication Contest (Public Relations section) with the project Corporate Social Responsibility for Orange Romania

**Collaboration with several NGO's [2002 - 2005]**

While I was a student I participated in several projects (exchange, trainings or helping the local community) of The [Rotaract Club](#), [Junior Chamber International](#), [AIESEC](#), [BEST](#) and [Liga AC](#)

**Various prizes at programming contests, Romania [02/1998 - 10/2001]**

Won various prizes at software programming contests and participated in the ACM Programming Contest (South-eastern Europe) (Pascal, C)

HOBBIES / INTERESTS

Swimming, advertising, pool, inline speed skating, psychology, lateral thinking, lucid dreaming