Eric Schneider

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CLIFFS NOTES

Built and managed the NHL digital properties for the past 9 years, resulting in extensive growth in various categories.

Avg. Monthly Unique Vistors:

2009	8.75M	85%YOY
2010	9.86M	24%YOY
2011	12.18M	31% YOY

Total Page Views:

2010	1.38B	10%YOY
2011	1.51B	8%YOY
2012	1.64B	7%YOY

Total Video Starts:

2009	66.3M	72%YOY
2010	138.3M	109%YOY
2011	290.0M	110%YOY
2012	327.2M	13% YOY

GameCenter Live Subs:

2011	67.6K	38%YOY
2012	134.5K	50% YOY
2013	255.8K	47% YOY
2014	271.6K	6% YOY

Part engineering team that developed eMusic, the 3rd largest digital music download retailer in the US, after iTunes and Amazon.

Developed TIAA-CREF's SEC mandated Quarterly and Annual Benefit Review projects, implemented the TIAA-CREF Externalization Foundation.

Part of team responsible for building the SkyMall eCommerce platform, giving the popular in-flight catalog a new vertical for customers to buy products.

Lead developer for Music Boulevard, one of the internet's pioneering eCommerce CD retailers, eventually purchased by Amazon in 2003.

SUMMARY

Highly accomplished, results-oriented technologist with over 15 years experience building large-scale, highly visible digital media products. Proven success in eCommerce, Sports Entertainment, Music, Financial, Scientific and various other industries. A decisive leader, thriving in fast-paced environments, building and managing teams, and delivering innovative products.

PROFESSIONAL EXPERIENCE

National Hockey League

VICE PRESIDENT, INFORMATION TECHNOLOGY, DEVELOPMENT
NEW YORK, NY | AUGUST 2005 - PRESENT

Responsible for the development and management of the NHL digital media brand. Facilitated the assembly of development, product, and quality assurance teams responsible for timely delivery of products with triple digit YOY growth in various categories.

- Instituted a common platform for all NHL digital properties consisting of the NHL.com, 30 English and 2 French Team Sites, and 7 international versions of NHL.com (French, Russian, Finnish, Swedish, Czech, Slovak, and German).

- Developed in-house Content Management System, enabling league and team production staff to program content to broadband, mobile, and connected device platforms.

- Designed and developed league and team mobile web properties, co-developed iOS (iPhone/iPad) and Android applications.

- Personally responsible for vastly improved organic search rankings by instituting SEO best practices including canonical tagging, strict semantic markup, site maps, and guidelines for appropriate page titling.

- Development of NHL's live game experience GameCenter, GameCenter Premium, and GameCenter Live for broadband, mobile, and connected devices.

- Implemented the NHL Single Sign On (SSO) across the digital properties, including paid products GameCenter LIVE, various 3rd party sweepstakes, and gaming implementations.

- Integrated social networking throughout the NHL digital products, including social sign-in (Facebook, Google, Twitter, and Yahoo), sharing, and commenting.

- Created a turn-key mechanism for staff to create micro sites for tentpole events.

eMusic

SYSTEM ARCHITECT, CONSULTANT
NEW YORK, NY | JUNE 2004 - JULY 2005

- Built a common Order Controller service for eMusic order processing, including API communication with a third part credit card system.

- Developed SOAP based remote registration using Apache SSL client/server certificates. This allowed eMusic partner sites to register users without leaving their domain.

- Implemented the eMusic community forums where users shared their experiences with the product.

National Hockey League (FIRST CONSULTING ENGAGEMENT)
SYSTEM ARCHITECT, CONSULTING TEAM LEAD
NEW YORK, NY | MARCH 2003 - MAY 2004

- Designed and implemented the J2EE version of the NHL.com and its supporting applications, including a common model framework with Cayenne shared by all Java based Internet/Intranet applications.

- Created a shared components framework with Tapestry that encapsulated common business components.

- Implemented the NHL.com statistics engine and report generator, capable of dynamically generating 1.5 million unique reports.

- Constructed Ant based build process for all frameworks, libraries, and applications.

- Mentored the NHL development team.

TIAA-CREF
SYSTEM ARCHITECT, CONSULTANT
NEW YORK, NY | JUNE 2000 - MAY 2003

- Lead Architect of Annual Benefit Review project and the SEC mandated Quarterly Benefit Review project.

- Developed web based applications for customer service to view statements and gave them a facility to print duplicate statements.

- Implemented the TIAA-CREF Externalization Foundation, an O/R Java based framework consumed by Internet/Intranet applications to obtain shared business data. This Externalization framework exposed a simple API to retrieve information, relieving consumers of the implementation details of writing SQL, connection pooling, and automatic fail over.

- Created a web based utility for real-time updates of Externalization data, with role-based security for different lines of business.

SkyMall
APPLICATION DEVELOPER
NEW YORK, NY | FEBRUARY 1999 - JUNE 2000

- Involved in all aspects of the production process including requirements gathering, testing, maintenance, enhancement, and optimization of existing code base.

- Developed applications in WebObjects, which used our custom transaction foundation in Java and the SkyMall.com account management subsystem.

- Authored detailed design and coding standards document for all Java development and co-developed Java component framework to create conveniences and promote code reuse.

CDNow/N2K Inc. (ACQUIRED BY AMAZON IN 2003)
APPLICATION DEVELOPER
NEW YORK, NY | JULY 1998 - FEBRUARY 1999

- Implemented and maintained the Music Boulevard Network's four web sites, including the content management system.

- Technical advisor for all departments to evaluate the implementation/scope of new products and features and mentored department developers on Music Boulevard project implementation.

- Led implementation team responsible for the Music Boulevard Affiliate Program.

- Redesigned the Music Boulevard Checkout and Account Update processes.

- Member of re-architecture team; evaluated middleware solutions to address scalability.