

Jared N. Sorensen

729 W. 350 South • Orem, UT 84058 • (801) 610-4143 • jared@providentliving.com

WORK EXPERIENCE

- **President & CTO**

Provident Living Center, Orem, UT
1993-Present

- Research, prototype, develop and implement web applications and e-commerce facilities, using PHP, HTML, CSS, Javascript, MySQL, Wordpress, Gimp, Photoshop, Paint Shop Pro, and other tools.
- Create and manage ecommerce websites and payment systems, integrating Web facilities (Volusion, Miva Merchant, 1ShoppingCart, PayPal) with desktop facilities (QuickBooks Premier, QuickBooks POS).
- Direct marketing and sales efforts and joint ventures.
- Provide consulting services to clients on web development.

- **Information Technology Specialist**

Abundant Health, LLC
2010-Present

- Maintain company websites and shopping carts using Volusion, PHP, Javascript, mySQL, HTML, CSS, Photoshop, and other tools.
- Research, write, and edit books and pamphlets.
- Develop kiosk systems for conventions that interface with the Internet, PC Charge, and QuickBooks.
- Arrange for localization of books, pamphlets, audio presentations, and video DVDs.
- Create custom spreadsheet applications using Excel, OpenOffice, and Visual Basic.
- Develop iPhone/iPad applications using Objective-C, Cocoa, HTML, and Apple API tools.

- **Project Manager / Localization Engineer / Courseware Developer**

Intel Corporation, Riverton, UT
2003-2005

- Served as a project manager for the development of 22 localized versions of the Channel Branding product suite, which includes web applications, standalone software, online training courses, and product documentation.
- Managed the translation and localization of product components into 22 languages.
- Developed online training courses and promotional materials in English and other languages, using Intel proprietary tools.
- Coordinated teams of developers, translators, testers and localization engineers.
- Created localized websites using PHP, XHTML, CSS, Javascript, Photoshop, and Translation Memory tools.

- **Director of Internet Development / Product Manager**

InfoTrax Systems, Inc., Orem, UT
2000-2002

- Invented, designed, prototyped and led the development of a multi-tiered ecommerce website building product coupled with an innovative multimedia Web conferencing product. Managed the product all the way from concept to market release and beyond. Used C, Oracle, MySQL, HTML, Javascript, Perl, IceCast, CSS, Televox, and proprietary tools.
- Managed 3 programming teams in different locations (two in Utah and one in Alabama). Coordinated activities of a Spanish-speaking development team in Mexico.
- Interfaced with Marketing, Sales, Program Management, Development, Documentation, Testing, Training and company executives to ensure that products were solid, user-friendly, cross-platform compatible, translatable, supportable and customizable.
- Acted as a product evangelist and helped over a dozen clients implement the new technology.

- **Information Architect / Manager, Corporate Publishing Services / Engineering Manager**
Novell, Inc., Provo, UT
1993-2000
 - Served as a corporate representative to the World Wide Web Consortium (W3C).
 - Traveled worldwide and helped develop and promote the HTML, CSS and DOM specifications that are used by millions of Internet developers today.
 - Acted as webmaster for several external and internal websites, using HTML, CSS, Photoshop, etc.
 - Gave speeches and presentations at electronic publishing and Internet conferences around the world.
 - Managed the CPS product development team. Developed custom publishing solutions and multilingual search technologies, using C++, Java, SGML, FrameMaker, and other tools.
 - Managed production of over 100,000 SGML and HTML pages per year of product documentation in eleven languages.
 - Managed programmers, translators, lexicographers and technical writers.
- **Program Manager / Product Manager**
Eyring Research Institute, Provo, UT
1989-1992
 - Managed contract development services for Fortune 500 companies. Developed factory automation software using C, Basic, dBase, Fox Pro, Oracle, and other tools. Integrated many kinds of programmable factory equipment with databases and networking software.
 - Led the development and rollout of an aluminum roll shop control system for Alcoa plants in Iowa and Tennessee.
 - Led the development and rollout of a secure document routing system for TRW's satellite construction plant in California.
 - Acted as VMS system administrator for the company.
 - Managed a team of software engineers.
- **Quality Assurance Manager**
Automated Language Processing Systems, Inc., Provo, UT
1986-1989
 - Tested and certified language translation software for 9 hardware platforms, 6 operating systems and 13 languages. Developed and maintained custom Software Quality Assurance tools.
 - Developed custom C libraries for multilingual applications.
 - Developed a corporate bug tracking system, using C and proprietary programming tools.
 - Managed a team of software testers and linguists.
- **Customer Support Manager**
ModTech International, Inc., Redwood City, CA / Lytron Systems Inc., Orem, UT
1984-1986
 - Directed customer support functions for two sister companies.
 - Built custom versions of office integration software for various clients, using C and dBASE.
 - Managed teams of telephone support operators and programmers.
 - Developed a customer support database.
 - Did trade show presentations and prepared sales literature.
- **Programmer / Manager, Quality Assurance & Documentation / Product Manager, Spanish Software**
Weidner Communications Corp., Provo, UT
1978-1984
 - Managed the testing and certification of language translation software for 9 languages.
 - Developed Spanish-language utilities using Fortran, C, dBASE, and other software.
 - Directed development of all product documentation and marketing literature.
 - Managed the development of English-to-Spanish and Spanish-to-English language translation software, and helped adapt it to several other languages.
 - Presented product demonstrations in many locations around the world, in both English and Spanish.
 - Managed teams of programmers, testers and technical writers.

EDUCATION

- **Brigham Young University**, Provo, UT
Major: Computer Science (Minor: English)
1974-1977
- **Ricks College** (now **BYU-Idaho**), Rexburg, ID
A.S.: Mathematics (Minor: Physics)
1972-1974

CERTIFICATIONS

- CMM Level 2 certified project manager.
- Intel certified Web author and Webmaster.
- ILN certified online courseware developer (with special emphasis on multilingual courses).
- Completed the Novell personnel management series.

ADDITIONAL BACKGROUND

- Expert and pioneer in Internet standards (HTML, CSS, DOM, etc.).
- Extensive experience as a writer and speaker.
- Expert in emergency preparedness and related topics.
- Brief experience as a radio talk show host.
- Semi-professional singer (baritone).
- Many years of programming experience in a variety of programming languages.
- Served as a museum curator.
- Considerable experience with Internet graphics development.
- Special interest in Internet marketing; continually stay abreast of the latest developments, tools and techniques.
- Familiar with many languages

CONTACT INFORMATION

- **Address:** 729 W. 350 South. Orem, UT 84058
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