

## James Li-Chung Chen

65 East India Row #5C  
Boston, MA  
3/00 – Present  
Cambridge, MA

[chenman@alum.mit.edu](mailto:chenman@alum.mit.edu)

### EXPERIENCE

#### Vice President of Technology / CTO

Jenzabar, Inc. <http://www.jenzabar.net/>

#### 2003 - Present

- Continue as the company's technology visionary and provide leadership in directing and promoting Jenzabar's product vision, road map.
  - Migration of applications on AS400, OpenVMS, UNIX systems to Java
  - Migration of existing windows applications to .NET
  - New development of .NET portal framework
  - New development of Java ERP system
  - Expansion of Business Intelligence framework
- Responsible for the management of product managers and product development staff (~100 direct reports)
- Provide strategic direction and identify critical success factors for continual growth in the higher education and related market space.
- Perform analysis of internal operations, cut redundant roles, hardware/software, and streamline the development cycle for both client-server technology and web technology.
- Incorporated off-shore development resources to augment existing development initiatives.
- Manages relationship with key strategic partners (Microsoft, IBM, Cognos, Oracle, SUN, etc...).
- Evaluated and negotiated with vendors on third party product and services to be included with Jenzabar's line of products.

#### 2002 – 2003 Highlights – Director of New Application Development

- Reports directly to the CEO and president to provide product strategy aligning with the corporate vision.
- Lead the execution of the new product development and migration of existing product lines.
- Simultaneously managed and directed multiple large scale product line development, mainly focused on emerging technologies and new product lines.
- Successfully lead the development the next generation portal product (Jenzabar Internet Campus Solution) ahead of schedule (1 year), under budget (~75%), and higher quality (compared against the first distance learning product). Replicated 3 years worth of development in 6 months with greater functionality, robustness, and reliability.
- Directly involved in the recruiting and hiring of the entire emerging technology group within product development.

#### 2000 - 2001 Highlights – Manager of Portal Development

- Provide project management for all the design, development, and implementation processes for the core technology group.
- Led the successful conversion of the website from ASP, VB/C++ COM, MTS on Oracle 8i to SQL2000. Major duties and accomplishment includes: Led technology projects, including external product-related initiatives and internal system implementation, Performance reviews, Code reviews, Researching new technologies, lead weekly team meetings.
- Interfaced daily with IT and QA to ensure and coordinate the proper development environment and process are in place for efficient development.
- Represented Jenzabar's technology group in partnership meetings to assess scope and implementation strategies.
- Managed relationships and communications with consulting firms and contracting firms to set the goals and expectation of each project (includes negotiation on pricing).

## James Li-Chung Chen

[chenman@alum.mit.edu](mailto:chenman@alum.mit.edu)

65 East India Row #5C  
Boston, MA

### **Co-Founder and CEO**

8/99 – 7/00

#### **CampusCraze, Incorporated – Acquired by Jenzabar**

Cambridge, MA

- Led the acquisition of CampusCraze, Incorporated by Jenzabar, Inc. in July 2000. Jenzabar, Inc. is a \$100MM+ financed pre-IPO Internet Infrastructure Company serving the higher education market.
- Founded a web-based portal technology company serving the 18-24 year old market.
- Organized the management team to devise solutions and business strategy for the business plan, revenue model, and marketing plan.
- Specified all requirements of a web-based eCommerce portal, connecting the college student community to direct marketers in this vertical niche.
- Manage the overall development efforts (3-8 FTE).

### **Software Developer and Researcher**

1996 – 1999

#### **MIT, Media Laboratory**

Cambridge, MA

- Designed and implemented back-end algorithms for e-commerce website (Market Maker), using JAVA Servlets.
- Developed a 3-D Chess package that integrates with on-line newspapers, with client side written in JAVA and chess server written in PERL.
- Developed and implemented new encryption techniques to encode information in images using C++ and JAVA. (Patchwork, texture mapping, affined invariance).
- Maintained the Media Lab's JAVA DT library, a cross platform library that can directly communicate / transfer data with PERL, C, and C++.
- Designed the user interface for Zwrap, an experimental personalize newspaper project.

### **INTERESTS / ACTIVITIES**

- MIT Class Officer 2005 to 2010
- MIT'S 50K Business Competition, SUMA Case Competition
- Teacher's Assistant in Organic chemistry (5.12), SAT Teacher.
- National Collegiate Table Tennis Association <http://www.nctta.org/>
- National Association of Asian American Professionals <http://www.naaap.org/>
- Volunteer webmaster for a MIT Sloan class – Finance Theory
- Basketball, volleyball, golf, mathematics, and teaching
- Entrepreneurship, e-commerce, Business Models

# James Li-Chung Chen

65 East India Row #5C  
Boston, MA

[chenman@alum.mit.edu](mailto:chenman@alum.mit.edu)

## Consulting and Internship Experiences

**President and Founder** 10/04 – Present  
**OnDemand Solutions Inc.** Boston, MA

- Provide technology consulting in real estate industry.
- Managed development effort for a start-up that is a competitor to TripAdvisor
- Developed apartments matching service for Boston metro area.

**Project Consultant** 7/99 – 9/99  
**Pricewaterhouse Coopers** – Major League Baseball New York, NY

- Organized the development environment and process for the consulting team.
- Wrote the design specification for the development of the MLB internal management web based system.
- Developed and set the standards for the contract module.
- Web development using ASP front-end, Visual Basic middle-tier business and data access components, SQL 6.5, Access and DB2 databases.
- Designed and implemented a project bug tracking / reporting system to help the management of the development of the website.

**Technology Leadership Program – Software Engineer** 5/99 – 7/99  
**Merrill Lynch** – Direct Markets New York, NY

- Designed and implemented an FTP solution to facilitate multiple file linkage of investment profiles to an e-commerce website.
- Knowledge management project. Researched the internal information flow infrastructure of Merrill Lynch and created a mock web based “Knowledge and Information Sharing System” to help increase efficiency.
- Web development using ASP front-end, C++ middle-tier business and data access components, Oracle 8i database.
- Database management: design, create, and modify tables in Oracle using SQL/PL store procedures.

**Software Test Engineer** 5/98 – 9/98  
**Microsoft Corporation** Redmond, WA

- Wrote full test break out automation for Design-Time Controls in Visual InterDev.
- Converted the automation test engine from Visual Basic 5.0 to Visual Basic 6.0.
- Developed sample applications for Visual InterDev 6.0 that integrated VBScript, Java Script, ASP, Dynamic HTML, and Access Databases. (runner-up in the application building contest).
- Wrote widgets in VBA that helped increase the efficiency of the test team.

## EDUCATION

**Massachusetts Institute of Technology** Cambridge, MA  
Candidate for Master of Engineering in Electrical Engineering and Computer Science  
*Thesis: The technical and business implications of the ASP model*  
Bachelor of Science – Electrical Engineering and Computer Science (GPA 4.5/5.0)  
Chemistry minor (GPA 5.0 / 5.0)  
Concentration in Chinese

## Proficiencies

**Technical:** Windows OS, Mac OS, Unix/Linux, VISIO, Photoshop, FLASH, Dreamweaver, HTML/CSS, XML, C++/C, JAVA, Java Servlets, J2EE, PERL, JavaScript, VBScript, Visual Basic, ASP, COM, MTS, .NET framework, C#/VB.net, SQL Server, Oracle DB, DB2, Access, MySQL, TCL, Scheme. Visual Studio, PHP, AJAX, Internet Technologies

**Business:** Microsoft Office System, Business plans, Knowledge of Higher Education Space, Getting funding, Marketing, Recruiting, Negotiation. Participated in SLOAN executive programs.