

---

---

# Larry E. McPhillips

---

---

**Mobile** (301) 298-1100  
**E-mail** larrymcp@versacon.com

Columbia, Maryland

Accomplished IT professional with experience in software development, business intelligence reporting, database design and administration, and VoIP telephony. I am available either as a full-time employee or on a contracting basis through my consultancy, Versa Consulting.

My programming skills include Perl, SQL, PHP, and JavaScript. Database experience includes SQL Server, Oracle, and MySQL. VoIP skills include Asterisk and FreePBX. Business Intelligence experience includes the IBM Cognos BI suite as well as MicroStrategy products. I am familiar with cloud computing environments, having deployed to Amazon Web Services and Google Cloud Platform. I have also done some visual design work using PhotoShop and Illustrator, and I am familiar with audio & video production using Audition and Final Cut Pro. I am comfortable working in both Windows and Linux server environments.

## **PROFESSIONAL EXPERIENCE**

*July 2008 –  
Current*

### **VERSA CONSULTING, Maryland**

Versa is a software development consultancy which I founded in 2008. I have completed projects for several organizations using multiple technologies and disciplines. Achievements include:

- I developed a client's entire IT infrastructure from scratch: an e-commerce enabled web site, customized corporate e-mail system, fault-tolerant database infrastructure, and a multi-premise telephone system. This paved the way for the company to achieve an average 23% annual growth for each of the past 5 years.
- Developed an online customer self-service portal for another client in order to reduce customer service labor costs by \$2,300 per month. This system makes use of complex heuristics, evaluating many factors during each customer session.
- Reduced telephone expenses by \$1,500 per month for one client by consolidating all phone lines at satellite offices into the main phone system at company headquarters.
- Significantly reduced staff time company-wide for a manufacturing business by converting commonly used company forms into custom-printed PDFs that are automatically filled in from the database.
- Eliminated waste in a small business's online ad spending, saving \$1,700 per month.

*July 2011 –  
November 2012*

### **NIKE APPAREL, New York**

As a subcontractor via BI Source, I developed the Business Intelligence system that Nike's Children's Division uses to plan their advance purchases of raw materials. The system takes in daily data feeds from major retailers and generates analyses to make predictions about near-term sales and inventory levels.

- Achieved a dramatic reduction in the amount of time needed to analyze the incoming sales data each week. Prior to the implementation of this system, it took three full-time analysts approximately 12 hours each to produce the reports each week. The new system did all of that work in only 10 seconds.
- Designed and optimized the databases used by this project to accommodate large data intake, approximately 8 GB per day.

*October 2003 –  
November 2012*

### **BI SOURCE, New York**

As a staff consultant with this Business Intelligence consulting firm, I worked with several clients to implement BI reporting solutions. Major clients included Nike Apparel as described above, as well as Manitowoc Refrigeration, GAB Robins Risk Management, and Caesars Palace Resorts.

*November 1998 –  
February 2003*

**CCNOW, Delaware**

I founded CCNow in 1998 to help small businesses accept online credit card transactions without needing any technical experience. I was responsible for all of the initial software development and server configuration, and I shepherded the company through dramatic growth in the early 2000s. I later sold the company to a subsidiary of Digital River.

- Achieved a sales volume of over \$4 million per month after being in business for just two years. We accomplished this by earning the trust of thousands of online merchants worldwide, owing to our advanced fraud screening mechanisms and our responsive, high-quality client support.
- Performed several upgrades of CCNow's technical infrastructure to meet the increased demand. This included switching from a home-grown database to Oracle, and implementing redundant servers to achieve high availability.
- Implemented localization features such as multi-language and multi-currency support in order to accommodate CCNow's rapidly growing base of international clients.

*January 1988 –  
March 1998*

**AETNA HEALTH PLANS, Maryland**

As a Senior Developer at Aetna, I completed several projects to facilitate the growth of the company's HMO product. Accomplishments include:

- Designed and coded Aetna's Automated Enrollment system, which allows employers to directly control the enrollment and disenrollment of their employees in Aetna's health plans. This increases the accuracy of enrollment information and saves many hours of manual data entry each year.
- Created the Shared-Risk Reporting process, which gathers claims data for all Aetna members and sorts it into broad categories based on financial liability. This system then uses that data to bill several sub-contractors, produce in-depth reports for management, and send utilization data to doctors' offices in electronic form.
- Implemented a method for printing Aetna's physician directories directly from the company's physician database, rather than maintaining a separate database for publishing. This feature also assists with proofreading, typesetting, and layout.

**EDUCATION**

**UNIVERSITY OF MARYLAND, College Park, Maryland**

- ◆ Attended for 2 years with a major in Computer Science; minor in Communications.
-