JENNIFER MACKINNON
Web Software Technology Consultant

Profile

Jennifer is a past Top Forty Under 40 recipient with over 10 years of experiencing as the CEO of Fenix Solutions, an Open Source web software development company. Fenix builds online solutions that include Content Management Solutions, Extranets/Channels, Portals, Intranets, Communities and Social Media & Mobile Applications. Jennifer's commitment to innovation, with an eye on emerging trends & technologies, has earned Fenix a reputation for quality and innovation. Working with top tier clientele including the Royal Canadian Mint, National Gallery of Canada, NAV CANADA, Canadian Blood Services and others, Jennifer is a professional with proven passion and experience in web technology. Jennifer can help you define your needs, understand your options and provide you with recommendations that use technology and current best practices to meet your needs and objectives.

Summary

10+ years experience providing:

Business and Technology Strategy, Planning & Consultation

Site & Technology Audits

Needs Analysis & Business Requirements

Research & Best Practices

Facilitation / Moderation of groups stakeholder interviews

Design/Development/Deployment of large enterprise class online applications

Technologies

Web Technology & Open Source platforms, technologies and tools (Drupal, Joomla, MediaWiki, Magento, Elgg, CakePHP, Ruby on Rails, Cassandra, Lithium)

Awards & Accolades

Top Forty Under 40 (OBJ 2005)

10th largest Web Development Agency, Ottawa (OBJ 2009)

Supplier Excellence Award (Nav Canada, 2008)

Speaking Engagements

OCRI smarTALKS Open Data session October 2010

TON Marketing for Start Ups session January 2011

Geek Girl Dinner Entrepreneur session January 2011

Employment History

CEO Fenix Solutions, 2001 – present
- Web technology company specializing in Web 2.0 applications and tools, Open Source applications and technologies and web software development
- Fenix is also developing a series of SaaS applications
- Role: Strategic Communications & Planning, Consultant, Business Development
- As CEO Fenix, main responsibilities included:
  - needs analysis and business requirements
  - Strategic communications strategies and plans
  - Website audit, review and recommendations
  - Web 2.0 strategy, planning and recommendations
  - Rich media applications and initiatives including Flash, video
  - Web marketing
  - Web design and online branding
  - Technology audit, review and recommendations
  - Research
  - Liaison with high level stakeholders and clients
  - Presentations and speaking engagements
  - Business Development, networking and sales

Sample Projects:
- Treasury Board Wiki *GCPedia*
- NAV CANADA *Applicant Tracking Application* (ACT)
- Canadian Blood Services *Facebook Application*
- Federation of Canadian Municipalities *Online Community*
- Gennum Semiconductor *Corporate Website and Channel Extranet*
- Canadian Nurses Association *NurseONE Portal*
- Focus Eye Centre *Content Management Solution*
- Export Development Canada *Consulting*
- Ottawa Tourism *Consulting*
- Giant Tiger *Consulting and Web initiatives*
- National Gallery of Canada *Intranet*

Director of Project Management, nurun Inc. 1999 – 2001
- Global Web technology agency specializing in innovative website design & development
- Role: Director of Project Management
- As the Director of Project Management, my main responsibilities included:
  - Oversee a staff of 6 Project Managers working on web related technologies, tools and applications
  - Development of internal tools, policies, procedures and best practices
  - Liaison with Senior VP and Executives
  - Liaison with key clients and negotiate relationship within North America
  - Needs analysis and business requirements scoping
  - Research
  - Website audit, review and recommendations
  - Web marketing
  - Web design and online branding
  - Technology audit, review and recommendations
  - Proposal writing/estimating/budgeting/scoping
  - Liaison with high level stakeholders and clients
  - Rich media (flash, video)

- Sample tools and technologies: ASP, ColdFusion, Intranets, Extranets, Portals, CDs, Flash
- Clients: Alcatel, DY4 Systems, Natural Resources Canada, Canadian Tourism Commission

Account Executive Pixel Voodoo 1997 – 1999
- New media agency
- Role: Account Executive
- As the first Account Executive at Pixel Voodoo (a division of BSL) my main responsibilities included:
  - Strategic communications strategies and plans
  - Web Needs analysis and business requirements scoping
  - Research
  - Website audit, review and recommendations
  - Web marketing
  - Web design and online branding
  - Technology audit, review and recommendations
  - Proposal writing/estimating/budgeting/scoping
  - Client liaison
  - Rich media (flash, video)
- Clients: Natural Resources Canada (Climate Change), CBC, Employment Canada, CMHC, PMAC

Account Executive Banfield Seguin Ltd. 1995-1997

- Marketing Communications Agency (traditional marketing)
- Role: Account Executive/Project Management
- As an Account Executive, my main responsibilities included:
  - Project management of all print related requirements
  - Strategic communications strategies and plans
  - Needs analysis and business requirements scoping
  - Research
  - Website audit, review and recommendations
  - Web marketing
  - Web design and online branding
  - Technology audit, review and recommendations
  - Proposal writing/estimating/budgeting/scoping
  - Liaison with high level stakeholders and clients
  Canada Mortgage and Housing, Pharmaceutical Manufacturers Association of Canada, Treasury Board

Account Coordinator Bytown Group. 1994-1995
- Marketing Communications Agency (traditional marketing)
- Role: Jr Account Executive/Project Management
- As an Jr. Account Executive, my main responsibilities included:
  - Project management support to Account Executives
  - Project management of all marketing related requirements
  - Budgeting, needs analysis, scoping, scheduling
  - Research

Education

Bachelor of Arts, Concentration in Communications, Cum Laude, University of Ottawa