

Marc N. Haines
Ph.D.

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Summary

Enterprise Architect and Integration Specialist adding business value through business-driven architecture and innovative use of integration technology in global organizations.

Selected Achievements

Enterprise architect and systems integration expert with Ph.D. in business administration and more than 15 years of experience in IT and business architecture, strategic planning, enterprise systems (ERP), and content management solutions. Milestones include:

- Enterprise architect and Platform Manager for Digital Experience, Ecommerce and CRM for a global manufacturer. Enterprise Architecture modeling based on industry standards using Avolution Abacus.
- Development of integration strategy and technology roadmap, solution design and implementation of enterprise service layer, guided data analytics and integration approaches for Internet of Things (IoT) projects.
- Implementation and deployment of document processing solution at US Air Force, including integration with backend content management systems.
- Facilitated development of vision for e-publishing with IT leadership at US Air Force.
- Designed and implemented business-to-business integration solution for global manufacturing company using SAP XI and PI.
- Initiated and taught innovative courses on application integration (EAI & SOA) at the University of Wisconsin-Milwaukee. Developed first Enterprise SOA and SAP XI course for SAP Academic Alliance.
- Contributed to international standards development related to Web services and SOA at OASIS.
- Speaker, panelist and organizer at international conferences, including the 2009 US Air Force e-publishing conference, and Gilbane 2010.

Special Skills

Industry experience, working in academia, participation in international standardization organizations, and a global perspective has honed the following skills:

- **Enterprise Architecture** – development of EA practice, facilitating strategic planning and budgeting, ensure solutions meet global enterprise standards.
- **Innovation** – conceive and realize business-driven solutions leveraging emerging technologies, software prototyping, using technology to enhance processes and information quality.
- **Business development** – technology evangelist and presenter at industry conferences; conducting business development campaigns for US government and international markets.
- **Global project management** – manage projects across multiple implementation partners, effectively communicate with team members of diverse cultural backgrounds across time zones and locations.
- **Conceptualization** – modeling of business processes and data architectures, leveraging standard data representations and protocols.
- **Technical Implementation** – cloud and on-premise integration scenarios, Internet of Things (IoT), analytics, content management systems, and user experience development.
- **Training and Education** – teaching graduate and undergraduate courses on IT strategy and management, ERP, business process management, web development, and integration; training workshops on ERP and content architecture; SAP related academic and industry workshops.

Employment History

Enterprise Architect – Briggs & Stratton Corporation, Milwaukee, WI (2011-present)

- World's largest producer of engines for outdoor power equipment. Enterprise Architecture practice development, IT platform manager with focus on digital experience, ecommerce, and CRM.

Adjunct Faculty – Information Technology & Management, Lubar School of Business at the University of Wisconsin-Milwaukee, Milwaukee, WI (2009-present)

- Teaching graduate and undergraduate college courses on Information technology and management.

Senior Architect – Ictect Inc., Sturtevant, WI (2008-2011)

- IT startup providing innovative content management solutions. Software product design and implementation, management of global project team, customer support, business development.

Consultant and Owner – Innograte LLC, Milwaukee, WI (2007-present)

- Provide consulting services, focusing on integration solutions, training services, an solutions for small businesses (see www.innograte.net).

Assistant Professor – Management Information Systems, Lubar School of Business at the University of Wisconsin-Milwaukee, Milwaukee, WI (2001-2008)

- Initiate and execute research projects. Obtain funding. Design and implement prototype solutions. Develop course content, policies, and teaching technologies. Supervise graduate student work.

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Education

Ph.D. Business Administration, The University of Georgia, Athens, GA (2001).
Thesis: "Effective Enterprise System Implementation: Aligning Information System Components with Organizational Strategy"

Master's Computer Science, Universität Koblenz, Germany (1996).
Thesis: "Data Reference Model a for Hospital Information System"

Selected Publications

Haines, M. N. and Rothenberger, M. A. (2010). "How a Service-Oriented Architecture May Change the Software Development Process", *Communications of the ACM*, 53(8), 135-140.

Ciganek, A. P., Haines, M. N. (2010). "Service-Oriented Architecture Adoption: A Normative Decision Model for Timing and Approach," *International Journal of Information Technology Project Management*, 1(2), 1-15.

Haines, M. N. "Understanding Enterprise System Customization: An Exploration of Implementation Realities and the Key Influence Factors," *Information Systems Management*, 26(2), 2009, pp. 182-198.

Ciganek, A. P., Haines, M. N., Haseman, W. D. "Service-Oriented Architecture Adoption: Key Factors and Approaches," *Journal of Information Technology Management*, 22(3), 2009, pp. 42-53.

Ciganek, A. P., Haines, M. N., Haseman, W., Ngo-Ye, L. "Using a standards-based integration platform for improving B2B transactions" in *Enterprise Integration*, W. Lam (eds), Hershey, PA: Idea Group, 2007.

Haines, M. N., Gattiker, D. L., & Gattiker, T. F. "Fit Between Strategy and IS Specialization: A Framework for Effective Choice and Customization of Information System Application Modules," *Information Resource Management Journal*, 19(3), 2006.

Haines, M. N., Goodhue, D. L. "Implementation Partner Involvement and Knowledge Transfer in the Context of ERP Implementations," *International Journal of Human-Computer Interaction* (16:1), 2003, pp. 23-38.

Professional Training

- Associate SAP Enterprise Architect (2008), other SAP courses (2001-2015)
- ITIL Foundation (2012), ITIL Service Strategy (2013)
- Associate Mulesoft Developer (2015)
- Consulting Skill for IT Professionals (2004)

Technology Experience & Skills

SAP Enterprise Architecture Framework • TOGAF • Avolution Abacus
SAP NetWeaver Process Integration (SAP PI) • Mulesoft Anypoint Platform
Sitecore CEP • Google Cloud Platform • Google Big Query • Domo Business Analytics • Tableau
Microsoft Visual Studio • Microsoft .NET • ASP.NET
XML • XSLT • XML Schema • SOAP / REST Web Services • RAML • BPMN

Additional Information

- Languages: **German**, **English** (fluent); **French** (conversational), **Korean** (basic knowledge).
- Professional Associations: **Society for Information Management** (board member Wisconsin Chapter 2004-2016).
- Citizen of the United States and Germany
- US Department of Defense security clearance
- Co-organizer of first conference at the University of Wisconsin-Milwaukee on Climate Change and Sustainable Development in 2008 (www.uwm.edu/ccsdi).