

# Robert D. Shedd Jr.

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Yardley, PA 19067

## EXPERIENCE

2009 – Present

### Three Screen Games – Philadelphia, PA

Co-founder and Vice President, Product & Technology

- Co-founder for Philadelphia-based social games startup; company was accepted into DreamIt Ventures seed-stage accelerator program
- Responsible for company's operations, monetization, product development, and finances
- Formed & led technology team – designed, developed, and launched first game – FanGamb.com (Sept. '09); architected Ruby on Rails-based products using Amazon Web Services cloud
- Assisted partner with fund raising process – initial convertible note seed round and Series A

2007 – 2009

### IBM Global Business Services – Philadelphia, PA

Project Manager and Senior Consultant - Financial Services, CRM / BI

- Project Manager: led systems upgrade project, developed project plan, managed financials
- Supported Customer Data Integration/CRM projects for multiple clients involving Business Intelligence and Data Warehouse system integration
- Business Analyst: led requirements workshops; wrote use cases, specifications, and business rules; analyzed client financial system data and wrote business rules for integration to data warehouse; created automated process for balancing general ledger files - extensive work developing macros and spreadsheets for financial data analysis in Excel

2007 – Present

### Lion Launch Pad, a center of Penn State University – [www.LionLaunchPad.org](http://www.LionLaunchPad.org)

Co-founder and Board Member

- Led effort to establish accelerator program to support aspiring entrepreneurs
- Initially established as independent non-profit – recently merged into Penn State University's official entrepreneurship programs

2001 – 2007

### Shedd Technologies International – Yardley, PA

Founder and Consultant

- Project Manager for software system engineering/web presence strategy client solutions
  - Provided over 50 global clients with web consulting solutions and services
  - Managed offshore software development teams using LAMP (PHP/MySQL), Ruby on Rails, .NET
  - Product manager for open-source and commercial software, downloaded by over 30,000 users
- Featured Client Engagement:
- Managed 12 offshore developers & designers (based in India, Hong Kong, Germany, Pakistan, Philippines, Russia, and US), working to complete architecture/implementation of ASP.NET SOA-based CRM, data warehouse, BI, and supply-chain systems to drive management of \$16 million food and beverage industry startup

May – Aug 2006

**Merrill Lynch & Co., Inc. – Hopewell, NJ** - Summer Analyst, Global Private Client Technology

May 2005 –  
August 2005

### The Vanguard Group, Inc. – Malvern, PA

Intern, Institutional Web Services

- Interfaced with CIO and senior Web Services management in strategic planning sessions to implement Service Oriented Architecture and Portals across enterprise
- Assisted with project management, requirements analysis, and specifications definition; responsible for competitive market landscape, cost benefit analysis, and collaboration with external consultants
- Led strategic analysis of Vanguard's domain name portfolio; presented action plan to CIO regarding consolidation of domain management process across enterprise, reducing cost and mitigating risk

May – Aug 2004

**Community Association Underwriters of America, Inc. – Newtown, PA** – Intern

2004 – 2006

**Information Sciences and Technology Solutions Institute, – University Park, PA** – Intern

## EDUCATION

The Pennsylvania State University  
*Schreyer Honors College*

University Park, PA

**B.S. in Information Sciences and Technology (IST)** - 2007 - *Summa Cum Laude*

Interdisciplinary Honors in IST & Engineering Entrepreneurship

Major GPA: 4.00/4.00 – Cumulative GPA: 3.95/4.00

## PUBLICATIONS

Macy, Robert, and Robert D. Shedd Jr. *Emerging Trend in Early Stage Funding Opportunities Offers Potential to Students*. Technology Transfer Society (T2S) 2007 Annual Conference, 24 October 2007, UCR Palm Desert Graduate Center. Palm Desert, CA.

## HONORS

- IBM Service Excellence Award for outstanding contributions to client project – 2008
- Student of the Year, Class of 2007, College of Information Sciences and Technology – 2004
- General Electric Student Leadership Conference – 2005 & 2006
- Deloitte National Leadership Conference (Scottsdale, AZ) – 2005