

Mark W. Ballard ☼ Resume

Phone: (512)796-4463 ~ Austin Texas 78728 ~ Website: www.ClearMarkDesign.com ~ Email: Mark@ClearMarkDesign.com

☼ Introduction

Mark W. Ballard

- **Consultant**
- **Manager**
- **Designer**
- **Developer**
- **Author**

Master of Information Technology Management. Delivers a wealth of US, Canadian and International experience implementing enterprise IT solutions in government and the private sector. Team player dedicated to negotiating best fit solutions. Consistently exceeds expectations and delivers beyond the job description.

Founding member of 2 successful startup ventures. 10 years **Partner** in **ClearMark Design**, a Consultancy to the Utility Industry.

International Project Experience serving NEC Japan, Bell Canada, MCI, Memphis Light, Gas & Water, Western Resources, General Public Utilities, Etobicoke Hydro, Medina Electric, Kerrville Public Utility Board, DEMCO, City of Austin & others.

International CAD/GIS Manager for OSP Consultants (*then number 8 in the Inc 500 List of fastest growing companies*). Opened & Managed offices in Austin Texas and Halifax Nova Scotia, Grew the department from a handful, to over 230 professionals delivering multimillion dollar projects for Bell Canada, NEC Japan, MCI and others.

Progressively responsible positions in:

- IT Consulting
- Automation & Efficiency
- IT & Software Project Management
- CAD/GIS Management & Development
- Network & Systems
- Civil Engineering & Surveying

☼ Objective

From day one, job one, I've designed, automated, fostered efficiency and broadened horizons. Always up for a new challenge, I'm looking to apply my experience and initiative to the next round of innovation and growth – for me, and for you.

☼ Experience

Manages IT projects, in both client and vendor roles. Develops and administers budgets, hires & fires, manages developers and conversion staff. Delivers quality with integrity.

In the client role, develops specifications, designs and administers benchmarks, negotiates, selects and manages property assets, hardware, software and support contracts.

In the vendor role, manages accounts, generates business, develops proposals and bids, manages projects, implements systems, trains and supports clients.

IT Projects and Applications:

Career-long focus on automation and efficiency through application of best of class Project Management Methodologies.

Designs relational and network database schemas and apps to manage facility and customer data. Delivers applications to model and analyze networks for load flow, switching, inventory, outage & trouble call.

Designs and implements Engineering, Mapping & Business applications on industry standard platforms.

Database Management:

Designs and develops Enterprise Oracle relational database and GIS network database solutions.

Developer:

A depth of experience in Procedural, Object Oriented, Scripting and Browser based technologies in Windows, Linux and web platforms. Special focus on User Interface, conversions and integrations. Proven skill in rapid deployment of new technology.

- Oracle APEX, SQL, PL/SQL
- MS Visual Studio
- HTML, PHP, Perl, Javascript, AJAX
- Delphi Object Pascal, Visual Basic
- AIX, REXX & DOS shell scripts
- CAD/GIS Languages
- Others

Consulting & Technical Writing:

Analyzes processes, develops standards, designs & implements automation. Delivers reports, analysis and design documents. Simplifies the complex with pertinent graphics. Documents systems with Web, Online Help and User Manuals. Designs and delivers training and support services to ensure successful projects.

- Analytical Consulting and reporting
- Websites & Web based training
- Requests For Proposal's & Proposals
- Benchmarks & Evaluation Documents
- Engineering & Programming Standards
- Graphic User Interface Standards
- Reference Manuals
- User Manuals & Training Materials
- On-line Help Systems
- Technical Illustration and Computer Graphics.
- (*Samples available upon request*)

Web Design, Publishing & Graphics:

- Oracle Application Express
- Adobe Dreamweaver, Flash,
- MS FrontPage, PowerPoint, Visio
- Word, FrameMaker, RoboHelp
- Corel Draw, PhotoShop

☼ Education

Associate of Applied Science in Technical Communications

- 3.94 GPA, Scholastic Excellence Roll
- Computer Science (24 hours)
- Technical Writing & Editing (21 hrs)
- Commercial Art (16 hours)

☼ Certifications

500+ classroom hours in Systems Management, CAD & GIS Applications & Development. Avid reader and devotee of technology.

☼ Member

- Autodesk Developers Network
- Oracle Technology Network
- GITA

☼ Assignments (*Job details available on request*)

- **Partner - ClearMark Design**, - Information Technology consulting and services company
- **International CAD/GIS Manager** - OSP Consultants (OSP), a global telecom services company
- **CAD/GIS Projects Manager** - Cook-Hurlbert, Inc. (CH), a utility mapping services company
- **President** - 2000 International CableCad Users Group
- **Systems Manager for CAD, Mapping & Office Automation systems** - City of Austin (COA) Engineering Design Division & CH
- **CAD Acquisition Committee Chairman** - for acquisition of COA Engineering & Water/Wastewater Eng. CAD systems.
- **Developer** - ClearMark Design, CH, OSP, COA
- **Technical Writer & Trainer** - ClearMark Design, CH, OSP, COA
- **Sr. Engineering Technician & Survey Party Chief** - COA Public Works Department, Engineering Design Division, Floyd Eiland RPLS

Mark W. Ballard ★ Project Summary

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ClearMark Design - Created Windows, Web and other systems including: \

- Website (www.ClearMarkDesign.com)
- MLGWMap - CoDeveloped GIS application. Designed and implemented Macro Language, Placement Routines, etc.
- Oracle Application Express web-based apps - Trade Manager (Gas trades and pipeline flow), Outage Summary
- Data conversion tools for FRAMME to Oracle
- Tools to interface mapping systems to enterprise databases
- CCRADD - A hybrid mapping application which integrated CableCad and Oracle.
- CMD Cool - Delphi based GUI menuing and help system that interfaces CableCad and Oracle in Windows
- CMD List - VB application for selecting records from a file displayed in a Windows compliant file viewer
- CMD Pan - Mapping display tool to simplify navigating around a dense map
- Match Maker - Connects/Disconnects facilities to model a Parent/Child network connectivity model
- Symbol Wizard - Tools to maintain and report on a mapping system's library of graphic symbology
- Load Text - Tools to automate the insertion of ASCII text data into digital maps
- Free GRF - A utility to disconnect graphic records from their attached non-graphic records
- Find Record - A utility to search for and display facility map records based on a user's selection criteria
- Map Wizard - A great tool for customizing graphic maps based on database field values
- Connect Wizard - Powerful tool to automatically validate & correct problems with facility network connectivity
- Survey Wizard - An interactive drawing tool that automates the data entry procedure for mapping survey data
- DXF Tools - A set of tools for manipulating and translating files in AutoCad's DXF translation format

Cook-Hurlbert and ClearMark Design - Created programs for:

- Microstation, AutoCad and CableCad to place and edit: landbase, roadway and facility features.
- CableCad facility mapping tools supporting network connectivity and the GPG point connector model.
- CHPLOT automated plotting application.
- Work Order Sketch application.
- Land Management Information System, a menu driven reporting system..
- Bearing and Distance Survey input utility.
- ENGEN systems including; File Management, Standard Drawing Management, Engineering Library and Plotting.
- Automated translation tools for DXF, SIF & IFF graphic file formats.
- Operating system utilities and Installation software for DOS, Windows & UNIX.
- On-line library system to manage access and modifications to programs and drawing files.

City of Austin Public Works Computer Mapping Division - Created programs for Synercom mapping system:

- Area delete, to delete entire subdivisions leaving surrounding map intact
- Coordinate Geometry (COGO) routines for bearing / distance entry, rotation, scaling, etc.
- Automatic line placement along a selected series of COGO points
- Automated plotting with titleblocks and borders
- Graphic editing tools (place text on curve, polygon edits, etc.)
- Batch system to build and plot multiple files overnight

City of Austin, Engineering - Created tools for Intergraph and DEC VAX systems:

- Intergraph menu interface for engineering design system
- Intergraph User Commands for placement and editing
- Tape library management system
- Interface between VAX and PRIME systems
- Automated backup systems
- Automated directory and file management tools
- User account management tools
- A number of DCL system utilities

Reports, Documentation & Training Materials:

- Technical Reports (3rd quarter 2005, interviewed 100+ engineering employees and delivered 230+ page report on CAD/GIS)
- Web Based Help & Training Systems
- CHANL Operations Manual (121 pages and on-line help system)
- CHPLOT Operations Manual (100 plus pages and on-line help system)
- ENGEN Command Reference (300 plus commands and routines)
- CCRADD Operations Manual and Online Help system
- Trouble Call Dispatching Reference Manual
- CAD Graphics and Programming Standards - City of Austin Engineering CADD System
- CAD Training course material
- Newsletter for CAD Users Group

Specifications & Proposals

- Request For Proposal - City of Austin Engineering CADD System
- Benchmark Requirements Document - City of Austin Engineering CADD System
- Evaluation and Selection Document - City of Austin Engineering CADD System
- Scores of mapping and CAD proposals and contract documents for Cook-Hurlbert, OSP and ClearMark Design

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Recent Business References with my client of 7 years, Memphis Light, Gas & Water :

Sherra Russell - GIS Vision Team Leader, Supervisor Land & Mapping
(901)528-4840

Don Roberts - Manager Reliability & Power Quality
(901)528-4544

Douglas Duncan - Software Specialist Level IV
(901)372-5669

Richard Wery - Software Specialist Level IV
(901)528-4933

☼ **Sherra Russell Memphis Light, Gas & Water**

Heads MLGW GIS Vision Committee and Land & Mapping Dept

"Mark Ballard with ClearMark Design was hired as a consultant by Memphis Light, Gas and Water Division to work on a GIS Vision Team. The GIS Vision Team is a team consisting of management employees and GIS Users. The purpose of the team is to research and compare other GIS systems in an effort to determine the future of our GIS. We contacted Mark for his services due to his expertise in this area. His assignment was to document current process for each GIS user that would be affected by this change. He conducted a total of 100 interviews in a very short amount of time. Mark provided this documentation in great detail along with a work-flow diagram. He did a very detailed job and delivered what we asked by the specified deadline. Mark is a conscientious worker and great to work with. I would recommend his services to anyone seeking high quality results."

☼ **Memphis Light, Gas & Water - MapView Documentation**

Richard Wery managed MLGW's "MapView" project. I worked with Rick to co-design and develop the Oracle schema and object oriented application. I used DreamWeaver, Flash and Javascript to develop a web-based system of online Tutorials and Documentation. Mr. Wery wrote:

Nicely done, Mark! Since I've worked with you before, I know the detail that has gone into the standardization. Very impressive.

Mr. William A. Martin is a Developer for MLGW and is familiar with my work on several projects over the years. Of my "MapView" Documentation, Mr. Martin wrote:

"Oh my WORD! Incredible. I'm not joking. Very, Very nice. You would have to be a dolt not to figure out Mapview with this sort of documentation. It looks like it would be a great template for the Cap Bank application too."

Professional Technical Writer Meta Rousseau reviewed the "MapView" Documentation with these comments:

"...The use of graphics and Flash interactions is very well done and I am sincerely impressed, especially since this kind of stuff is NOT my forte! I am specifically impressed with the appropriate way in which you are using graphics and Flash animations to make the content clear to the learner. This is an area in which most subject-matter experts have great difficulty. They tend to use the media where it has little/no instructional value. Overuse of Flash animations where a simply static graphic would suffice is something I see a lot. My overall response to your work is simply "WOW!"

I also like the way the information structure is consistent and repetitively used throughout the training at the various levels. The same basic TOC is used in the top-level and for each tutorial. This predictability makes navigation a lot easier since you know what to expect...."

☼ **Bernard Schechter OSP Consultants, Inc.** Mr. Schechter, OSP's Director of Geo-Technical Services, has a lifetime of experience in the mapping industry. His career included service as the Chief of Mapping for the Army, and Vice President of Butler Graphics. His mentorship has been a bright light in my career Mr. Schechter wrote:

"The remarks here are based on working with Mark Ballard over a period of approximately two years when we were both associated with OSP

Consultants, Inc., of Sterling, Virginia. My duties included significant contact with Mark, especially on several challenging major foreign projects requiring new, advanced computer-assisted technology.

My extensive knowledge and experience, including many years of high-level positions with the Headquarters of the Office, Chief of Engineers, U.S. Army, in both the USA and numerous overseas assignments, as well as more than two decades in subsequent private sector surveying and mapping, gave me the basis to team with Mark Ballard's technical abilities. His computer programming skills made the difference for our company to win proposals and help to successfully accomplish the required work.

More than his professional/technical contributions alone, I came to appreciate the manner in which Mark conducted himself as part of the organization and with clients. His personal integrity and willingness to go well beyond normal work hours to meet difficult due dates, are fresh in memory as representative of my evaluation of Mark. It is a privilege to know him, and I would recommend him highly for any position he says he can fill.

☼ **Michael D. Walls, AICP Lower Colorado River Authority:**

"I am pleased to provide this letter of general recommendation for Mr. Mark W. Ballard. Mark worked for me for only a few months, from December 1994 through January 1995. In that time he demonstrated broad knowledge of GIS technologies and spatial data, and made important technical and administrative contributions to our GIS start-up efforts.

Mark informed me when he reported to work that he had been contacted about the position for which he eventually left our team. He was very professional throughout the negotiation period and kept me fully informed. Although I regretted losing him, I certainly understood his reasons for leaving LCRA. Mark was given the opportunity to set up his own GIS department, with a 20% salary increase and profit sharing.

Mark impressed me during his short time with our team. I was sorry to see him go, and would gladly hire him again. I would be glad to discuss his qualifications in more specificity at any time."

☼ **Lynda Bentley Etobicoke Hydro Commission** - Engineering Systems Supervisor. Mark developed several applications for Etobicoke Hydro. Ms. Bentley wrote:

"Etobicoke Hydro is an electric utility which distributes power to 93,000 customers in Metropolitan Toronto, Ontario, Canada. Mark has worked with us on our GIS project on several occasions over the last year and a half. As an employee of Cook-Hurlbert Inc., he developed a Work Order Sketch system in CableCad. He then worked with us to customize it to our specific requirements.

In December 1993, as an independant contractor, he came to Etobicoke and worked on the design and programming of an interface between our Standard Drawings system, which runs on MicroStation, and our Work Order Sketch system.

Mark is very knowledgeable about GIS in general and is an expert in CableCad. He communicates well both verbally and in writing. His documentation skills are a particular strength. His programs are well structured, well documented and easy to maintain. Mark is very easy to work with, very hard-working and has high ethical standards.

I commend Mark unreservedly to any future employer/client."

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★ **Robert Goodridge Cable & Wireless - BARTEL** - Telecom engineer
Robert Goodridge attended Mark's CableCad Developers class, about which he wrote:

"The CableCad training conducted by Mark Ballard, provided a comprehensive understanding of the data structure of the CableCad application, and UDC programming language. Having virtually no experience with customizing the CableCad application, over the 4-day training period, Mark has been able to produce within me the confidence I need to tackle the challenges that we currently face within our Company."

Mark adopted a flexible, yet strategic training approach, where fundamental concepts were built upon and developed to provide an intuitive understanding."

★ **Bud Porter Enghouse Systems Limited.** Cook - Hurlbert and ClearMark Design license and support Enghouse Systems Limited's CableCad software. Of Mark's [CableCad AM/FM System Overview](#), Enghouse's Director of U.S. Operations wrote:

"Thank you for allowing Enghouse to use the document "CableCad AM/FM System Overview" for our marketing efforts. It is my understanding that the author was Mark Ballard. He is to be commended for an outstanding job. You are fortunate indeed to have such a talented staff member. Please let him know that everyone at Enghouse was impressed by his fine piece of work."

★ **Ed Crowell Crowell Automated Design.** Cook - Hurlbert collaborated with Crowell Automated Design on several proposals. Of Mark's proposal for Iowa Electric's Nuclear Division, company president Ed Crowell wrote:

"... We consider ourselves to be both proficient and professional in the preparation of such Proposals and Quotations and, in fact, we have always considered ourselves to be superior to most in such matters. After reviewing your presentation however, we have all agreed that our standards have been "bested".

In our opinion, your response was succinct, informative, well formatted and, in general, an excellent job. We begin to understand how, what appears to be a "small business" has both the reputation and the "bookings" that you have."

★ **Jim Moore City of Austin, Electric Department Director:**

"I am proud to learn of employees like you who demonstrate a commitment to the department through dedication and expertise exhibited on the job. Your performance further indicates that we have an excellent team of employees at the Electric Utility Department."

★ **Ross Malone City of Austin, Electric Utility, Computer Services:**

"I have known Mark Ballard for a year and a half and have found him to be a knowledgeable, industrious worker. He came to the Electric Utility in June 1987 as a part-time graphics operator while he pursued an Associate Degree from Austin Community College. During that period, he demonstrated his superior knowledge of our Intergraph VAX 11/780 graphics computer and installed many innovative and helpful programs for our users. Mark was responsible for terminal installations, network connections, system backups and general operational duties. He performed each of these superbly."

He was promoted to the Systems Administrator position on our newly acquired DEC 6210. During this time, he installed equipment, set up the users, connected the system to our Ethernet network and helped to train our users on the system. He was considered the person to call when something went wrong. That in itself is an accomplishment."

If you are interested in hiring a qualified, industrious employee, then I would like to recommend Mark to you. We will miss him but the City was not in a position to reward his talents, due to the current economic situation."

★ **City of Austin Employee Newsletter** - The Public Works Engineering Design Division awarded Mark Employee of the Year in 1986. The City of Austin Employee Newsletter reported:

"OUTSTANDING WORK has been accomplished in the Design Division of the Public Works Department by Mark W. Ballard."

Ballard was cited for his efforts to obtain a computer aided design system. He was responsible for writing specs, coordinating with other departments, preparing the request for proposals, and evaluating the vendors."

Ballard also established a form for calculating quantities of materials for projects and produced a manual which standardized drafting forms and techniques. His positive attitude and willingness to help other employees were additional factors in Ballard's selection."

★ **Stella Wise, PE City of Austin, Public Works, Engineering Design:**

"Mark has made many significant contributions and has performed his job duties in an outstanding manner. He has developed his managerial capabilities as he supervised the work of 3 drafters. Each of those drafters spoke to me individually on his own initiative to praise Mark for his leadership and guidance."

Mark has absorbed a great deal of technical material, on his own, since coming to work here. He eagerly accepts new projects and determines what calculations are needed for the projects. Then he does whatever research is necessary to master the techniques and knowledge to enable him to perform the calculations."

With respect to City and departmental policies and work attitude, Mark is an exemplary employee. He cooperates helpfully and courteously with other employees and citizens."

★ **Bobby Borchardt City of Austin, Computer Mapping:**

"Mark has been very organized in his work procedures, working to eliminate redundancy in procedures and to improve the overall data gathering, analysis and entry procedures. He wrote macros which improved and streamlined analysis and preparation of source data. He learned the various tasks associated with the job very rapidly."

"Mark wrote a technician's training manual on his home computer which detailed the procedures very well. A copy is now on site. Coworkers have expressed benefits derived from Mark's home projects which are work related."

Original reference documents available on request.